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**( Semester IV )**

**Time : 2:30 Hours**

### Group-A

(Multiple Choice Type Question)

$$1 \times 15 = 15$$

1. Choose the correct alternative from the following :

- 117 - 109

- a) Customer retention  
c) Customer satisfaction
- b) post-purchase cognitive dissonance  
d) Customer value
- (viii) A person's \_\_\_\_\_ can be explained as all the groups that have a direct or indirect influence on their attitudes or behavior.
- a) Social class  
c) Culture
- b) Sub-culture  
d) Reference groups
- (ix) The specific mix of human traits that we can attribute to a particular brand is known as \_\_\_\_\_
- a) Personality traits  
c) Brand equity
- b) Brand personality  
d) Brand identity
- (x) Select the need from Maslow's hierarchy that represents the longing for love, friendship, social connections, and acceptance within a group.
- a) Safety  
c) Physiological
- b) Self-actualization  
d) Belongingness
- (xi) Select the term used to describe the set of values, beliefs, and customs that a group of people share \_\_\_\_\_.
- a) Culture  
c) Personality
- b) Perception  
d) Attitude
- (xii) Select among of the following is not a product feature that affects adoption.
- a) Complexity  
c) Trialability
- b) Compatibility  
d) Liability
- (xiii) Several characteristics are especially important in influencing an innovation's rate of adoption. \_\_\_\_\_ is the degree to which the innovation may be tried on a limited basis.
- a) Relative advantage  
c) Compatibility
- b) Synchronization  
d) Trialability
- (xiv) Select the buying situation that poses the highest risk for an organization.
- a) New task  
c) Modified rebuy
- b) Straight rebuy  
d) Bulk order
- (xv) Choose the type of reference group that includes coworkers, classmates, and club members.
- a) Primary group  
c) Aspirational group
- b) Dissociative group  
d) Secondary group

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#### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Briefly describe the stages of consumer decision process. (3)
3. Describe the Halo effect in the context of consumer perception. (3)
4. Describe variety seeking buying behaviour with suitable examples. (3)
5. Describe omnichannel marketing and explain how it enhances the customer experience. (3)
6. Explain why sustainability is playing a growing role in consumer purchasing decisions. (3)

OR

- Determine the influence of children on family decision making. (3)

#### Group-C

(Long Answer Type Questions)

5 x 6=30

7. How do advertisers use contrast to make sure that their ads are noticed. (5)
8. Briefly discuss the organizational buying decision process. (5)
9. Briefly state the various stages of the Consumer decision making process that a consumer will go through. (5)

10. Distinguish between complex buying, variety seeking buying, and habitual buying behavior with suitable examples. (5)
11. Explain the impact of life styles on consumer buying decision. (5)
12. Apply the criteria for effective segmentation to marketing a product of your choice to college students. (5)

**OR**

Evaluate Umbrella Positioning. Select a brand of your choice from FMCG industry and explain. (5)

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