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BRAINWARE UNIVERSITY

Term End Examination 2024-2025 Programme - MBA-2023 Course Name - Consumer Behaviour Course Code - MM401 (Semester IV)

Time: 2:30 Hours Full Marks: 60

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

1 x 15=15

(Multiple Choice Type Question) 1. Choose the correct alternative from the following: can be defined as the satisfied customers who keep purchasing. b) The Mercenaries a) The Defectors d) The hostages c) The loyalists refers to the information a consumer has stored in their memory about a product or service. b) Product knowledge a) Cognitive dissonance d) Marketing research c) Product research can be described as a hierarchy in which individuals in the same class (iii) generally have the same degree status, whereas members of other classes have either higher or lower status. b) Social class a) Reference Group d) Population c) Ethnicity (iv) Identify the type of buying behaviour that is characterized by consumers feeling anxiety or doubt after making a purchase, and seeking reassurance: b) Variety-seeking buying behaviour a) Habitual buying behaviour d) Impulse buying behaviour c) Dissonance-reducing buying behaviour (v) The factors such as the buyer's age, life-cycle stage, occupation, economic situation that influences buyer's decisions can be described as b) Psychological characteristics a) Geographic characteristics

- c) Behavioral characteristics
- d) Demographic characteristics
- (vi) Identify the stage that directly influences whether a consumer will repurchase a product or switch to another brand.
 - a) Evaluation of alternatives

b) Purchase decision

c) Information search

- d) Post-purchase behavior
- (vii) Identify the term that describes the uncertainty or anxiety a consumer feels after making a purchase decision.

	a) Customer retention c) Customer satisfaction A person's can be explained as a		
	influence on their attitudes or behavior.		
	a) Social class	b) Sub-culture	
	c) 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	b) Brand personality	
	그는 그 그 그리고 그는 그는 것이 그리고 그는 그리고 있는데, 그리고 하네요? 그리고 그리고 있는데	수 있다면 그렇게 되었다. 그런 그런 얼마를 하는 것이 없는 것이 없었다. 그 그렇게 하는 그 없는 것이 없는 것이 없는 것이 없는 것이 없는 것이 없다.	
(x)	Select the need from Maslow's hierarchy that represents the longing for love,		BRARY To Universit
	a) Safety	b) Self-actualization	olkata -7001
	c) Physiological		
(xi)	Select the term used to describe the set of people share		
	a) Culture	b) Perception	
	c) Personality	d) Attitude	
(xii)	Select among of the following is not a prod	uct feature that affects adoption.	
	a) Complexity	b) Compatibility	
	c) Trialability	d) Liability	
(xiii)	Several characteristics are especially important adoption is the degree to which basis.		
	a) Relative advantage	b) Synchronization	
(viv)	c) Compatibility Select the buying situation that poses the h	d) Trialability	
IXIV			
	a) New task	b) Straight rebuy	
(xv)	 c) Modified rebuy Choose the type of reference group that in members. 	d) Bulk order cludes coworkers, classmates, and club	
	a) Primary group	b) Dissociative group	
	c) Aspirational group	d) Secondary group	
		Group-B	
	그 그리는 그는 그는 어머니들이 있는 것이 되는 것이 없는데 그 그래요. 그런데 그리고 그렇게 하는 그는 그 그래요? 그런데 그리고 그래요?	ver Type Questions)	3 x 5=15
2. B	riefly describe the stages of consumer decis	ion process.	(3)
	escribe the Halo effect in the context of con		(3)
4. D	escribe variety seeking buying behaviour wi	ith suitable examples.	(3)
5. D	escribe omnichannel marketing and explain	how it enhances the customer experience.	(3)
6. E	xplain why sustainability is playing a growing	g role in consumer purchasing decisions. OR	(3)
D	etermine the influence of children on famil	y decision making.	(3)
		Group-C	
	(Long Ansv	ver Type Questions)	5 x 6=30
7.	How do advertisers use contrast to make su	are that their ads are noticed.	(5)
8.	Briefly discuss the organizational buying de	cision process.	(5)
9.	Briefly state the various stages of the Consu will go through.	umer decision making process that a consum	er (5)

 Distinguish between complex burying, variety seeking buying, and habitual buying behavior with suitable examples. 	(5)
11. Explain the impact of life styles on consumer buying decision.	(5)
 Apply the criteria for effective segmentation to marketing a product of your choice to college students. 	o (5)
OR	
Evaluate Umbrella Positioning. Select a brand of your choice from FMCG industry an explain.	d (5)
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