



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – BBA(DM)-2022

Course Name – Consumer Behavior in Digital Era

Course Code - BBADMC302

(Semester III)

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Brainware University
Barasat, Kolkata - 700128

25/05/2024
2023-2024
BBA(DM) SEM III
BBADMC302

Full Marks : 60

Time : 2:30 Hours

[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

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Which of the following can be recognized as a characteristic of innovators?
- a) They are risk-averse and cautious b) They are skeptical of new ideas and technologies
- c) They are opinion leaders and influencers d) They are resistant to change and new ideas
- (ii) Which of the following is NOT a factor that can influence the rate of adoption of an innovation?
- a) Relative advantage b) Complexity
- c) Compatibility d) Feasibility
- (iii) Marketing Myopia can be described as _____ approach to marketing.
- a) Far-sighted b) Short-sighted
- c) Long-sighted d) None of these
- (iv) In the Diffusion of Innovations theory, which adopter category is most likely to be skeptical of new products and ideas?
- a) Innovators b) Early Adopters
- c) Early Majority d) Laggards
- (v) Among the following options which one cannot be accepted as a basis of market segmentation?
- a) Geographic b) Demographic
- c) Psychographic d) Telegraphic
- (vi) Which of the following best describes the Diffusion of Innovation theory?
- a) It describes the process by which new products are adopted by consumers b) It describes the process by which new products are developed by companies
- c) It describes the process by which companies innovate and create new products d) None of the above
- (vii) Which of the following can not be identified to be an element of the marketing mix?

- a) Place
b) Production
c) Promotion
d) Price
- (viii) The stage in the Diffusion of Innovation theory where consumers first become aware of a new product is called:
- a) Adoption
b) Implementation
c) Trial
d) Awareness
- (ix) Holistic marketing incorporates _____, ensuring that everyone in the organization embraces appropriate marketing principles, especially senior management.
- a) Strategic marketing
b) Strategic planning
c) Internal marketing
d) Viral Marketing
- (x) The activity of changing the brand by a customer can be defined as
- a) Brand Equity
b) Brand Loyalty
c) Brand Switching
d) Brand Rejuvenation
- (xi) Often consumers attribute human characteristics or traits to a brand. This phenomenon is identified as
- a) Branding
b) Brand personification
c) Brand equity
d) Brand awareness
- (xii) Which need in Maslow's hierarchy reflects a desire for love, friendship, affiliation, and group acceptance?
- a) Safety
b) Self-actualization
c) Physiological
d) Belongingness
- (xiii) The energizing force that activates behaviour and provides purpose and direction to that behaviour can be described as _____.
- a) Motivation
b) Personality
c) Emotion
d) Perception
- (xiv) _____ refers to a set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental stimuli
- a) Image
b) Personality
c) Psychological transformation
d) Lifestyle
- (xv) At the top of Maslow's hierarchy of needs (shown as a pyramid in the text) _____ needs can be observed.
- a) Physiological
b) Ego
c) Self-actualization
d) Social

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Define customer value. (3)
3. Briefly describe the steps in consumer decision making process. (3)
4. What is Maslow's Hierarchy of Needs theory, and how does it explain human motivation? (3)
5. What are reference groups in consumer behaviour? Illustrate with suitable examples. (3)
6. What is brand personification? Explain. (3)

OR

What is consumer learning? Define. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Differentiate between absolute threshold and the differential threshold. (5)
8. How can the principles of classical conditioning be applied to the development of marketing strategies. (5)
9. Briefly discuss the organizational buying decision process. (5)

10. Briefly explain the various components of Howard Seth model of consumer behavior. (5)
11. Can marketing effort change consumers' needs? Justify your answer with the help of suitable examples from the industry. (5)
12. How can a multinational company use cross-cultural research to design each factor in its marketing mix for a non-domestic market. Justify your answer. (5)

OR

How the clothing a person wears at different times and different occasions is influenced by customs? Give suitable example in support of your answer. (5)

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