



BRAINWARE UNIVERSITY

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Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata - 700 105, West Bengal, India

Term End Examination 2023
Programme – BBA-2018
Course Name – Consumer Behaviour
Course Code - BBA505M
(Semester V)

Full Marks : 70

Time : 3:0 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) _____ refers to the buying behaviour of final consumers. Select the correct option.
- a) Consumer buyer behaviour b) Target market buying
c) Market segment business d) Business buying behavior
- (ii) Which of the following is NOT part of group influence? Choose the correct option.
- a) Social Class b) Culture
c) Reference Group d) Personality
- (iii) Which of the following factors reflects the degree of personal relevance that the product holds for the consumers? Select the correct option.
- a) Price involvement b) Product involvement
c) Product awareness d) Product placement
- (iv) Customers' perception of the performance of the product or service in relation to their expectation can be referred as _____. Select the correct option.
- a) Customer value b) Satisfaction
c) Brand loyalty d) Customer imagery
- (v) Problem recognition is part of _____. Choose the correct option.
- a) The decision process b) Personal influence
c) The marketing mix d) None of these
- (vi) Which of the following is NOT a component of personality? Select the correct option.
- a) Family b) Behaviours
c) Traits d) Attitude
- (vii) How many types of needs are listed in Maslow's Hierarchy of Needs theory? Select the correct option.
- a) 6 b) 4
c) 3 d) 5
- (viii) _____ describes changes in an individual's behaviour arising from experience. Select the correct option.

- a) Perception
c) Personality
- b) Motivation
d) Learning
- (ix) Classical conditioning theory is related to. Select the correct option.
a) Learning
c) Self-concept
- b) Motivation
d) None of these
- (x) Needs that we born with are known as. Select the correct option.
a) Acquired needs
c) Secondary needs
- b) Innate needs
d) Primary needs
- (xi) Understanding of consumer needs and then develops a marketing mix to satisfy these needs. Select the correct option.
a) The marketing concept
c) The product influences
- b) The strategic plan
d) The price influences
- (xii) Primary and Secondary Group comes under _____. Choose the correct option.
a) Associative Group
c) Aspirational Group
- b) Dissociative Group
d) All of these
- (xiii) Select the correct option. Changes in consumer values have been recognized by many business firms that have expanded their emphasis on _____ products.
a) Latest technology
c) Health related
- b) Timesaving, convenience-oriented
d) Communication
- (xiv) Identify the correct option. All of the following are among the primary differences between a business market and a consumer market EXCEPT:
a) Purchase decisions to satisfy needs.
c) The nature of the buying unit
- b) Market structure and demand
d) The types of decisions and the decision process involved
- (xv) The business marketer normally deals with _____ than the consumer marketer does. Select the correct option.
a) Far greater but smaller buyers
c) Far fewer but far larger buyers
- b) Far greater and larger buyers
d) Far fewer and smaller buyers

Group-B
(Short Answer Type Questions)

3 x 5=15

2. List some characteristics that define consumer behavior. (3)
 3. Briefly explain three learning theories: classical conditioning, instrumental conditioning, and cognitive learning. (3)
 4. Explain the interpersonal flow of communication in the opinion leadership process. (3)
 5. Briefly explain the post-purchase evaluation stage of the consumer decision-making process. (3)
 6. Explain the main stages in the consumer decision-making process. (3)
- OR**
- Illustrate the conjunctive decision rule. (3)

Group-C
(Long Answer Type Questions)

5 x 8=40

7. Describe why companies are increasingly introducing green products and engaging in ecologically friendly practices. (5)
8. Describe how marketers have used stereotyping in the context of Indian market. (5)
9. Explain the impact of cultural factors in determining consumer behavior. (5)
10. Explain how personality traits can be used in consumer research. (5)
11. Compare innovation diffusion and innovation adoption process with suitable examples. (5)
12. Describe how are market segmentation, targeting, and positioning interrelated. (5)
13. Illustrate Halo effect. (5)

14. Illustrate why customer retention is essential.

(5)

OR

Estimate the elements of consumer learning.

(5)
