BRAINWARE UNIVERSITY

Term End Examination 2023
Programme – MBA-2018/MBA-2019/MBA-2020/MBA-2021
Course Name – Consumer Behaviour
Course Code - MM401
(Semester IV)

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) What is the term used to describe the set of beliefs and values that a consumer holds about a particular product or brand?

a) Perception
b) Attitude
c) Learning
d) Motivation

(ii) The marketing mix match all EXCEPT which of the following?

a) Product
b) Price
c) Place
d) Purchase

(iii) Identifying consumer needs and then developing a marketing mix to satisfy those needs is considered as

a) Segmentation process
b) The strategic plan
c) Consumer socialization process
d) The marketing concept

(iv) The process of dividing a market into subsets of consumers with common needs or characteristics can be defined as

a) Market penetration
b) Market capture
c) Market segmentation
d) Market positioning

(v) Popular figure who can influence consumer decisions are categorized as

a) Opinion leader
b) Reference group
c) Influencer
d) Blogger

(vi) Relative advantage, compatibility, complexity, divisibility, and communicability are characteristics of _____.

a) Alternative evaluation
b) Behavioral Characteristics
c) product that influence rate of adoption
d) Psychographic characteristics

(vii) Complex buying behavior corresponds when the product is

a) Inexpensive
b) Moderately Priced
c) Expensive
d) None of these

(viii) _____ represents individuals and households who buy goods and services for personal consumption.

    a) The target market   b) A market segment
    c) The consumer market   d) The ethnographic market

(ix) Cognitive dissonance is related to which stage of the buyer decision process model?

    a) Need recognition   b) Information search
    c) Evaluation of alternatives   d) Post purchase Behaviour

(x) Cognitive dissonance can be interpreted as

    a) The individual often has doubts and second thoughts about the choice made   b) Individual consumers use limited decision making to reduce their anxiety levels
    c) Consumers usually buy products based on emotion   d) Marketers can sell more products by increasing choices available to consumers

(xi) The stage in the Diffusion of Innovation theory where consumers use a new product for the first time is called:

    a) Awareness   b) Adoption
    c) Implementation   d) Trial

(xii) In a _____, the buyer wants to change something about product specifications, prices, terms, or suppliers.

    a) Habitual rebuy   b) Straight rebuy
    c) Modified rebuy   d) New task

(xiii) Which of the following is considered to be an example of a dissociative reference group?

    a) A group of coworkers you regularly socialize with outside of work   b) A religious organization you belong to
    c) A political party you support   d) A group of people you intentionally avoid due to their negative influence

(xiv) Which of the following refers to the tendency of consumers to remember and recall information that confirms their beliefs or attitudes?

    a) Selective exposure   b) Selective retention
    c) Selective distortion   d) None of the above

(xv) Which of the following is identified as an example of a social factor that can influence consumer behavior?

    a) Age   b) Income
    c) Reference groups   d) Occupation

Group-B
(Short Answer Type Questions)   3 x 5=15

2. Define customer value.   (3)
3. Explain the advantages of using demographics as a basis for segmentation.   (3)
4. Explain the concept of Self Image in the context of consumer behaviour.   (3)
5. What is dynamically continuous innovation? Illustrate with suitable example.   (3)
6. Make a comparison between online and traditional information search in the context of consumer decision making.   (3)

OR

Distinguish between positive reinforecement and negative reinforcement in the context of consumer learning.   (3)

Group-C
(Long Answer Type Questions)   5 x 6=30

7. Consumer behavior is an interdisciplinary area. Describe.   (5)
8. Briefly discuss the stages in the consumer buying decision process.   (5)

9. How do marketers use stereotyping in the context of Indian market? Illustrate with an (5) suitable example.
10. How do advertisers use contrast to make sure that their ads are noticed. (5)
11. Can marketing effort change consumers' needs? Justify your answer with the help of (5) suitable examples from the industry.
12. Why are companies increasingly introducing green products and engaging in ecologically (5) friendly practices? Justify your answer.

OR

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

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