



## BRAINWARE UNIVERSITY

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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) \_\_\_\_\_ can be defined as the satisfied customers who keep purchasing.
- a) The Defectors  
b) The Mercenaries  
c) The loyalists  
d) The hostages
- (ii) Customers' perception of the performance of the product or service in relation to their expectation can be defined as \_\_\_\_\_.
- a) Customer Value  
b) Customer Satisfaction  
c) Brand Loyalty  
d) Customer Imagery
- (iii) The process by which a company creates a distinct image and identify for its products, services, or brands in consumers' minds is known as
- a) Targeting  
b) Positioning  
c) Segmentation  
d) Perceptual mapping
- (iv) \_\_\_\_\_ reflects the perceived tangible and intangible benefits and costs to customers.
- a) Customer Loyalty  
b) Customer Satisfaction  
c) Customer Value  
d) Customer expectation
- (v) \_\_\_\_\_ refers to the information a consumer has stored in their memory about a product or service.
- a) Cognitive dissonance  
b) Product knowledge  
c) Product research  
d) Marketing research
- (vi) What is the term used to describe the set of values, beliefs, and customs that a group of people share?
- a) Culture  
b) Perception  
c) Personality  
d) Attitude
- (vii) Which of the following is NOT considered to be a part of the innovation adoption process?

- a) Evaluation  
c) Awareness
- b) Interest  
d) Perception
- (viii) With respect to adopter categories, the \_\_\_\_\_ are skeptical and they adopt an innovation only after a majority of people have tried it.
- a) Early adopters  
c) Early Majority
- b) Innovators  
d) Late Majority
- (ix) Among the given options which one is not recognized to be a part of demography based segmentation?
- a) Gender  
c) Lifestyle
- b) Age  
d) Education
- (x) The factors such as the buyer's age, life-cycle stage, occupation, economic situation that influences buyer's decisions can be described as
- a) Personal characteristics  
c) Behavioral characteristics
- b) Psychological characteristics  
d) Demographic characteristics
- (xi) How the consumer processes information to arrive at brand choices occurs during which stage of the buyer decision process?
- a) Need recognition  
c) Evaluation of alternatives
- b) Information search  
d) Purchase decision
- (xii) A firm buys a product or service for the first time, the situation can be recognized as the
- a) Habitual rebuy  
c) Modified rebuy
- b) Straight rebuy  
d) New task
- (xiii) You regularly purchase cleaning supplies for your custodial staff. This purchase can be recognized as a \_\_\_\_\_.
- a) Modified straight rebuy  
c) Modified rebuy
- b) Straight Modified buy  
d) Straight rebuy
- (xiv) Which of the following can be identified as an example of a psychological factor that can influence consumer behavior?
- a) Culture  
c) Personality
- b) Social class  
d) Family
- (xv) Which of the following can be identified as an example of a personal factor that can influence consumer behavior?
- a) Culture  
c) Social class
- b) Family  
d) Lifestyle

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe the socially responsible marketing concept with the help of suitable examples. (3)
3. Briefly describe the steps in consumer decision making process. (3)
4. What are reference groups in consumer behaviour? Illustrate with suitable examples. (3)
5. What is discontinuous innovation? Illustrate with suitable example. (3)
6. Distinguish between positioning and repositioning with the help of suitable examples. (3)

OR

In what terms do the organizational buying and individual consumer buying differs? (3)

### Group-C

(Long Answer Type Questions)

5 x 6=30

7. How are market segmentation, targeting, and positioning interrelated? Illustrate with an example. (5)

8. Distinguish between complex buying, variety seeking buying, and habitual buying behavior with suitable examples? (5)
9. What are the implications of figure-and-ground relationships for print ads? (5)
10. How can the principles of classical conditioning be applied to the development of marketing strategies. (5)
11. Why do marketers sometimes reposition their products or services? Illustrate your answer by considering a suitable example. (5)
12. How marketers have used stereotyping in the context of Indian market? Justify your answer by selecting a suitable example. (5)

**OR**

Why are consumer's needs and goals constantly changing? Justify. (5)

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