



34968-44315



BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – B.Com.(AFB)-Hons]-2024/B.Com.(AFB)-Hons]-2025

Course Name – Marketing Management and Consumer Behaviour

Course Code - BBF20202

(Semester II)

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) Identify the primary goal of marketing.
 - a) Production efficiency
 - b) Customer satisfaction
 - c) Employee engagement
 - d) Product availability
- (ii) Recognize the key focus of modern marketing.
 - a) Product development
 - b) Customer-centric approach
 - c) Profit maximization
 - d) Increasing market share
- (iii) Recall the term used for activities involved in communicating value to customers.
 - a) Promotion
 - b) Distribution
 - c) Financing
 - d) Pricing
- (iv) Define consumer needs in marketing terms.
 - a) Essential items for survival
 - b) Social desires
 - c) Luxuries for the elite
 - d) Lifestyle preferences
- (v) Recognize the difference between a need and a want.
 - a) Wants are limited; needs are unlimited
 - b) Needs are shaped by culture
 - c) Wants are preferences based on needs
 - d) Needs are luxuries
- (vi) Identify the key factor in the demographic environment.
 - a) Consumer income
 - b) Employee engagement
 - c) Advertising costs
 - d) Competition levels
- (vii) Explain what is meant by the political environment.
 - a) Taxation, trade policies, and regulations
 - b) Competitor strategies
 - c) Customer preferences
 - d) Employee relations
- (viii) Identify an example of a sociocultural factor.
 - a) Advances in technology
 - b) Aging population
 - c) Cultural attitudes towards gender roles
 - d) Exchange rates
- (ix) Analyze the effect of cultural diversity on marketing strategies.

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- a) Reduces product variety
- b) Increases product customization
- c) Reduces consumer demand
- d) Limits entry into new markets
- (x) Describe the impact of education levels on consumer behavior.
 - a) Higher education leads to impulsive buying
 - b) Higher education encourages informed choices
 - c) Lower education reduces brand loyalty
 - d) Education has no impact
- (xi) Analyze the impact of peer pressure on consumer buying behavior.
 - a) Has no impact
 - b) Leads to consistent purchases
 - c) Encourages conformity in product choices
 - d) Promotes independent thinking
- (xii) Analyze the role of perception in purchasing behavior.
 - a) Alters brand selection based on packaging
 - b) Does not affect brand choice
 - c) Affects only high-income consumers
 - d) Promotes impulse buying
- (xiii) Explain product specification stage
 - a) Macroeconomic stabilization
 - b) Detailed requirement description
 - c) Operational cost control
 - d) Financial accounting focus
- (xiv) Explain skimming pricing
 - a) Operational cost control
 - b) High initial price
 - c) Financial accounting focus
 - d) Macroeconomic stabilization
- (xv) Illustrate price sensitivity
 - a) Demand reaction to price
 - b) Macroeconomic stabilization
 - c) Financial accounting focus
 - d) Operational cost control

Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. Define marketing. (3)
- 3. Identify the purpose of segmentation. (3)
- 4. Explain how economic conditions affect consumer buying patterns. (3)
- 5. Explain micro environment of the business. (3)
- 6. Compare convenience, shopping, and specialty goods based on consumer buying behavior. (3)

OR

Justify the role of key factors in determining the price of a new product. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

- 7. Identify and explain different types of demands in marketing. (5)
- 8. Describe the concept of target markets and its role in marketing strategy. (5)
- 9. Explain how government policies shape the business environment and market structure. (5)
- 10. Illustrate the role of motivation in consumer purchases. (5)
- 11. Illustrate the key factors influencing business buying behavior and illustrate how they shape procurement decisions. (5)
- 12. Evaluate the importance of product mix decisions in maintaining competitive advantage. (5)

OR

Critique the various pricing strategies used for new products and their effectiveness in different market conditions. (5)

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