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BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – MBA-2024

Course Name – Consumer Behaviour

Course Code - MBA40205A

(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) Identify a key factor that builds customer trust.

a) False advertising

b) Consistent quality and honesty

c) High pricing

d) Limited communication

(ii) Describe internal information search.

a) Asking friends

b) Searching online

c) Recalling information from memory

d) Visiting stores

(iii) Select an example of environmental influence.

a) Motivation

b) Perception

c) Culture

d) Memory

(iv) Discuss problem recognition.

a) Evaluating alternatives

b) Awareness of difference between current and desired state

c) Brand loyalty

d) Impulse buying

(v) Describe complex buying behaviour.

a) Low involvement routine purchase

b) High involvement with significant brand differences

c) Habitual repeat purchase

d) Impulse decision

(vi) Describe the difference between organizational buyers and consumers.

a) Consumers follow formal process

b) Organizations buy for personal use

c) Organizations follow formal buying procedures

d) Consumers buy in bulk

(vii) Interpret observational learning.

a) Learning by doing

b) Learning by watching others

c) Learning by memorizing

d) Learning by reinforcement

- (viii) Discover the role of memory in consumer behaviour.
- | | |
|-----------------------|-------------------------------------|
| a) Blocks information | b) Stores and retrieves information |
| c) Creates attitudes | d) Influences culture |
- (ix) Explain long-term memory.
- | | |
|------------------|---|
| a) Brief storage | b) Storage of information for extended time |
| c) Ignoring ads | d) Selective exposure |
- (x) Choose the affective component of attitude.
- | | |
|------------|----------------|
| a) Beliefs | b) Feelings |
| c) Actions | d) Perceptions |
- (xi) Decide the importance of word of mouth.
- | | |
|-------------------------------|--|
| a) Least credible information | b) Highly trusted personal communication |
| c) Expensive promotion | d) Mass advertising tool |
- (xii) Evaluate the effect of dual-income families.
- | | |
|---------------------------------|--|
| a) Decrease in purchasing power | b) Increase in demand for convenience products |
| c) No impact on spending | d) Less brand loyalty |
- (xiii) Defend the idea that the Nicosia Model emphasizes feedback.
- | | |
|--|------------------------------------|
| a) No feedback loop | b) Feedback only after purchase |
| c) Feedback between consumer response and firm communication | d) Feedback only through retailers |
- (xiv) Defend the view that EKB is a comprehensive decision model.
- | | |
|--------------------------------|---|
| a) Covers only purchase | b) Includes pre- and post-purchase stages |
| c) Focuses only on advertising | d) Ignores evaluation |
- (xv) Choose which model emphasizes stimulus-response learning.
- | | |
|------------------|-----------------------|
| a) Nicosia Model | b) Howard-Sheth Model |
| c) EKB Model | d) Diffusion Model |

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe a recent trend in consumer behaviour. (3)
3. Describe impulse buying. (3)
4. Explain the role of memory in buying behaviour. (3)
5. Decide why consumer behaviour models are important. (3)
6. Riya usually buys affordable skincare products. After watching beauty influencers on Instagram and seeing her friends use a premium brand, she purchases an expensive moisturizer for the first time. Analyse the consumer behaviour factors that influenced Riya's purchase decision. (3)

OR

Compare the EKB Model with the Nicosia Model. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Describe how new technology influences consumer behaviour. (5)
8. Express the importance of post-purchase behaviour. (5)
9. Evaluate the role of social class in marketing decisions. (5)
10. Classify adopter categories in innovation diffusion. (5)
11. Decide the most comprehensive consumer behaviour model among the three. (5)
12. Assess the role of memory in consumer decision making. (5)

OR

Appraise the practical limitations of consumer behaviour models. (5)