



## BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – MBA-2022

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) The marketing mix match all EXCEPT one select among the following.

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

(ii) 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 |

(iii) 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 |

(iv) \_\_\_\_\_ describes the ratio between perceived tangible and intangible benefits and costs to customers.

- |                     |                          |
|---------------------|--------------------------|
| a) Customer Loyalty | b) Customer Satisfaction |
| c) Customer Value   | d) Customer expectation  |

(v) 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 |

(vi) \_\_\_\_\_ can be represented as the key to building lasting relationships with consumers.

- |                          |                 |
|--------------------------|-----------------|
| a) Need recognition      | b) Segmentation |
| c) Customer satisfaction | d) Marketing    |

(vii) The occurrence of post decision anxiety is related to the concept of \_\_\_\_\_.

- |                              |                            |
|------------------------------|----------------------------|
| a) Extensive problem solving | b) Cognitive dissonance    |
| c) Limited problem solving   | d) Routine problem-solving |

(viii) Select from the following identified as an example of a psychological factor that can influence consumer behavior.

- a) Culture  
c) Personality
- b) Social class  
d) Family
- (ix) Examine 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
- (x) Explain the concept of drive in consumer motivation.
- a) The physical or psychological state that prompts an individual to take action to satisfy a need or desire  
c) The level of uncertainty associated with a purchasing decision
- b) The belief that a product or service will meet or exceed expectations  
d) The perception that a product or service is more expensive than it actually is
- (xi) Select from the following is NOT classified as a stage in the innovation-decision process.
- a) Awareness  
c) Implementation
- b) Adoption  
d) None of the above
- (xii) In the Diffusion of Innovations theory, which adopter category is most likely to be skeptical of new products and ideas.
- a) Innovators  
c) Early Majority
- b) Early Adopters  
d) Laggards
- (xiii) Choose which of the following is right about the Late Majority in the Diffusion of Innovation theory.
- a) They are the first to adopt a new product  
c) They are the most influential in spreading awareness of a new product
- b) They are the last to adopt a new product  
d) They adopt a new product only after it has become mainstream
- (xiv) Explain which of the following is an example of an aspirational reference group.
- a) A group of friends you hang out with on the weekends  
c) A celebrity you admire and look up to
- b) A professional organization you belong to  
d) A family member who is successful in their career
- (xv) Choose from the following can not be considered to be a type of reference group.
- a) Aspirational  
c) Dissociative
- b) Associative  
d) Individualistic

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe the Halo effect in the context of consumer perception. (3)
3. Discuss the limitations of Maslow's Hierarchy of needs theory. (3)
4. Discuss customer satisfaction. Illustrate with an suitable example. (3)
5. Describe the socially responsible marketing concept with the help of suitable examples. (3)
6. Illustrate the concept of impulse buying behaviour with a suitable example. (3)

OR

Explain cross-cultural consumer analysis. (3)

### Group-C

(Long Answer Type Questions)

5 x 6=30

7. Analyze the principles of classical conditioning be applied to the development of marketing strategies. (5)
8. Briefly discuss the organizational buying decision process. (5)
9. Can marketing effort change consumers' needs? Justify your answer with the help of suitable examples from the industry. (5)

10. Examine situational factors influence consumer decision making. Explain with the suitable examples. (5)
11. Explain the impact of life styles on consumer buying decision. (5)
12. Briefly explain the various components of Engel, Kollat & Blackwell Model of consumer behavior. (5)

**OR**

What are the differences between individual buying (B2C) behaviour and organizational buying (B2B) behaviour? (5)

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