

**MASTER OF BUSINESS ADMINISTRATION
THIRD SEMESTER
CONSUMER BEHAVIOUR
MBA-303 A**

**SET
B**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

- An initiator is a person:
 - Who buys for his own consumption
 - Who influences the decision of others
 - Who purchases goods on others behalf
 - Who determines that some need or want is not being met
- Classical Conditioning theory refers to learning through:
 - Repetition
 - Communication
 - Perception
 - None of the above
- _____ is the process of changing our attitude toward something based on some kind of communication.
 - Persuasion
 - Perception
 - Personality
 - Attitude
- Any individual who purchases goods and services from the market for his/her end-use is called a.....
 - Customer
 - Consumer
 - Purchaser
 - All of the above
- In Full Nest I stage age of the children in the family is:
 - Less than 6 years
 - More than 4 years
 - Less than 2 years
 - Less than 8 years
- _____ develop on the basis of wealth, skills and power.
 - Economical classes
 - Competitors
 - Purchasing communities
 - Social classes
- Cognitive dissonance occurs in which stage of the buyer decision making process model?
 - Need recognition
 - Evaluation of alternatives
 - Information search
 - Post purchase conflict
- _____ Model of Consumer Behaviour focuses on the relationship between the firm & its potential consumers.
 - Nicosia
 - Sheth Model
 - EKB Model
 - Webster & Wind
- Which among the following is not a characteristic of culture?
 - It is learned
 - It is inculcated
 - It is adaptive
 - None of the above

10. The patterns in which people live and spend time and money is:
 - a. Attitude
 - b. Lifestyle
 - c. Personality
 - d. Perception
11. Consumers who do not shop with anything specific in mind are known as _____ consumer.
 - a. Loyal Consumer
 - b. Impulsive Consumer
 - c. Discount consumer
 - d. Need based consumers
12. Consumption Process includes:
 - a. Post Purchase phase
 - b. All Pre, Current & Post Purchase phase
 - c. Both Pre & Post Purchase phase
 - d. Only Pre Purchase phase
13. As per theory of Self Concept, Actual self is:
 - a. How a person actually perceives himself
 - b. A person's self image in a specific situation
 - c. How a person would like others to perceive him
 - d. How a person thinks others perceive him
14. _____ is the definition of reference groups.
 - a. Groups that an individual looks to when forming attitudes and opinions
 - b. Groups of people who have been referred to by someone they know
 - c. Groups of office colleagues
 - d. Chat groups on the internet
15. Opinion Leaders are:
 - a. Informal source of information
 - b. Formal source of information
 - c. Secondary source of information
 - d. Both a & c
16. _____ describes changes in an individual's behavior arising from experience.
 - a. Modeling
 - b. Motivation
 - c. Perception
 - d. Learning
17. A _____ is a need that is sufficiently pressing to direct the person to seek satisfaction of the need.
 - a. Motive
 - b. Demand
 - c. Want
 - d. Requirement
18. Divestment is a construct of which model of consumer behavior?
 - a. Economic Model
 - b. Engel Blackwell Miniard Model
 - c. Sheth Model
 - d. Howard Seth Model
19. The area of consumer behavior has not taken inputs from the field of:
 - a. Anthropology
 - b. Mathematics
 - c. Psychology
 - d. Economics
20. As per the Subjective Measure technique of social class:
 - a. Individuals are asked different question
 - b. Individuals are asked to estimate their own social-class positions
 - c. Individuals compare their social class with others
 - d. None of the above

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(Descriptive)

Time : 2 hr. 30 mins.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. What is consumer behavior? Discuss the need of studying consumer behavior as a separate discipline. 3+7=10
2. Write short notes on *any two*: 5+5=10
 - a) EKB model of consumer behavior.
 - b) Nicosia model of consumer behavior.
 - c) Howard Seth model of consumer behavior.
3. What is profiling of consumers? Discuss its major methods. 3+7=10
4. Define Family Life Cycle. Elaborate the 5 stages of Family Life Cycle. 3+7=10
5. What is diffusion of innovation? Discuss its process. 3+7=10
6. Explain the three components of attitude with example. Discuss the Attribution and Cognitive Dissonance theory of attitude. 4+6=10
7. Define personality. Discuss any three theories of personality. 2+8=10
8. Write short notes on *any two*: 5+5=10
 - a) Self concept
 - b) Customer Perception
 - c) Learning

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