



**2<sup>nd</sup> Semester End Term Backlog Examination: 2021-22.**

**Subject** : Consumer Behaviour  
**Course** : MBA  
**Full Marks** : 70  
**Roll No:** .....  
**Time** : 3 Hours.

**Instructions to the Candidates:**

- Read the question paper very carefully.
- Start writing from 2nd page onwards; **Don't Write On The 1st Page Backside.**
- Question Paper is divided into Three Parts -A, B & C.
- Part-A is containing 12 multiple choice questions.
- Part- B containing SIX questions out of which FOUR questions are to be answered.
- Part C containing FOUR questions out of which TWO questions are to be answered.
- Do not write anything except your Roll No. on the question paper.
- Possession of **Mobile Phones** or any kind of **Written Material, Arguments with the Invigilator or Discussing with Co-Student** will come under **Unfair Means** and will **Result** in the **Cancellation of the Papers.**

**PART - A**

**Multiple Choice Questions**

[12x1=12]

1. Consumer Behaviour refers to
  - a) Actions of Consumer in Marketplace
  - b) Plans of any company
  - c) Decision about selecting the location
  - d) All of the above
2. Various factors any individual who purchases goods and services from the market for his/her end-use is called a.....
  - a) Purchaser
  - b) Consumer
  - c) Customer
  - d) All of these
3. .... Is nothing but willingness of consumers to purchase products and services as per their taste need and of course pocket?
  - a) Consumer Behaviour
  - b) Consumer Interest
  - c) Consumer Attitude
  - d) Consumer Perception
4. The definition of reference groups is -
  - a) Group that Individual looks up while forming attitude and opinion
  - b) Group of people who have been referred to by Someone they know
  - c) Group of Office Colleagues
  - d) Chat Group on Internet
5. "Emotion Plays a Role in buying a Product" - the statement is -
  - a) True
  - b) False
  - c) Statement is not clear
  - d) cannot Say

0. Why a Customer eats at McDonald? is an issue of
- a) Place
  - b) Segmentation
  - c) Motivation
  - d) Quality
7. Use of Sanitizers for Hygiene has increased in multifold ways. This is an example of
- a) Product Mapping Goal
  - b) Product Specific Goal
  - c) Product Generic Goal
  - d) None
8. Needs can be created
- a) True
  - b) False
  - c) Cannot say
  - d) None of these
9. Protection, Stability and Order are classified in Maslow's Law of Need Hierarchy as-
- a) Psychological Needs
  - b) Safety & Security Needs
  - c) Need for Ego
  - d) Not Mentioned in this Law
10. Stimulus-Response Theory has origin at
- a) Psychological Exposure school of thought
  - b) Modern theory of psychology
  - c) It is not mentioned anywhere
  - d) Behavioural School of thought
11. One of these is not included in Models of Consumer Behaviour -
- a) Black Box Model
  - b) Nicosia Model
  - c) AIDA Model
  - d) Engel Kollat Blackwell Model
12. "Why a Customer eats at McDonald" is an issue of
- a) Place
  - b) Segmentation
  - c) Motivation
  - d) Quality

**PART - B**

[4x7=28]

**Answer any FOUR out of SIX**

1. What are Buying Motive? What are the different types of Motives?
2. Define Needs, Goals and Motives.
3. What is Consumer Innovativeness?
4. What are family Life cycle?
5. List out the stages in Consumer Buying Process?
6. What are bases of Segmentation?

**PART - C**

[2x15=30]

**Answer any TWO out of FOUR**

1. What do you mean by Product Positioning? What are the steps in Product Positioning? What are techniques in Product Positioning?
2. "Profitable Marketing campaign strategies require understanding and use of the science of marketing" explain.
3. How will you predict Consumer Behaviour for a potential product? What are the Factors influencing Consumer Behaviour explain.
4. What is Maslow's Law of Need Hierarchy? How is Maslow's Law of Need Hierarchy applied in marketing?