



Indian Institute of Technology, Guwahati  
Department of Humanities and Social Sciences

Max Marks = 40

Mid Semester Exam- HS-149 (2022)

Time = 120 min

Multiple Choice Questions (Answer all question): (1x10 = 10)

1. Mass marketing, also known as \_\_\_\_\_, is a method where segmentation is not used.  
a. Differentiated marketing      c. Market maven  
b. Expectancy disconfirmation      d. Undifferentiated marketing
2. A variation of problem recognition is \_\_\_\_\_.  
a. Motivational factor      c. Opportunity recognition  
b. Internal information search      d. External information search
3. Marketers bound \_\_\_\_\_ as a means of ensuring that all data gathered are relevant and up-to-date for the time of use.  
a. Segments in geographical locations      c. Simplified segments  
b. Segments in time      d. Segments to update strategies
4. If the ratio of perceived value of an external search compared to its \_\_\_\_\_ is high, the consumer is likely to devote time and energy to it.  
a. Market value      c. Perceived cost  
b. Purchase value      d. Cost production
5. Alternative evaluation is not always a part of the \_\_\_\_\_.  
a. Goal setting      c. Information process  
b. Decision process      d. Information search
6. As a general rule, the more important the consumer considers the purchase and the more experience he or she has with the product category, the greater the number of \_\_\_\_\_ used.  
a. Evaluative brands      c. Evaluative measures  
b. Evaluative criteria      d. Universal sets
7. \_\_\_\_\_ occurs before the consumer decides whether a product or service is satisfactory.  
a. Sales-associated cognitive dissonance  
b. Search-associated cognitive dissonance  
c. Consumer-associated cognitive dissonance  
d. Purchase-associated cognitive dissonance

8. A product that is perfectly acceptable one month can fail to satisfy the next, as lifestyle, tastes, or needs change. This shows that \_\_\_\_\_.

- a. Satisfaction differs from person to person
- b. Satisfaction changes from time to time
- c. One's level of satisfaction can change
- d. Satisfaction can change when consumer needs and preferences change

9. A newer concept that is a subset of concentrated marketing is called "\_\_\_\_\_."

- a. Fandom
- b. Contrast effect
- c. Segments of one
- d. Affect intensity

10. The consumer makes a purchase to \_\_\_\_\_, particularly when he or she wishes to satisfy two or more motives of different people through a single purchase.

- a. Optimize results
- b. Resolve conflict
- c. Minimize conflict
- d. Avoid conflict

Essay Questions (answer any three in 2000 to 3000 words each): (3 x 10 = 30)

1 - Company 'Y' is introducing a new e-book reader into the market. How would they identify their target consumers?

2 - You are in a market to buy a laptop, what are the types of information search you will use? Justify.

3 - Explains the alternative evaluation process Ramesh would undergo before buying his new automobile

4 - Suppose a consumer is facing cognitive dissonance after buying a new house, how must he or she have felt? According to you, what steps can be taken to resolve these feelings?

5 - Demonstrate the techniques used to encourage unplanned purchase. Use any one specific shopping mall or outlet as a case in point

6. Suppose you are buying a high-involvement product, on what basis will you make decision? Compare and contrast your decision-making strategy with the one you use for buying a low-involvement product.

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