

Enrollment No.....



Faculty of Management Studies

End Sem (Even) Examination May-2022

MS5EM07 Consumer Behavior

Programme: MBA

Branch/Specialisation: Management

Duration: 3 Hrs.**Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. Any individual who purchases goods and services from the market for his/her end-use is called a..... **1**
 (a) Customer (b) Purchaser (c) Consumer (d) All of these
- ii. _____ is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use. **1**
 (a) Consumer behaviour (b) Consumer interest
 (c) Consumer attitude (d) Consumer perception
- iii. The _____ is a person within a reference group who, because of special skills, knowledge, personality, or other characteristics, exerts influence on others. **1**
 (a) Facilitator (b) Referent actor
 (c) Opinion leader (d) Social role player
- iv. Which of the following is NOT one of the five stages of the consumer decision process? **1**
 (a) Need recognition (b) Brand identification
 (c) Information search (d) Purchase decision
- v. Inputs are given by these stimuli's in Howard Sheth Model **1**
 (a) Significance stimuli (b) Symbolic stimuli.
 (c) Social stimuli (d) All of these
- vi. This model displays the reciprocal relations between the company & the customer & originates among them for bilateral communication. **1**
 (a) Nicosia model (b) Blackwell model.
 (c) Howard & Sheth model (d) All of these
- vii. _____ are the groups that individuals look to when forming attitudes and opinions. **1**
 (a) Reference groups (b) Teenage groups
 (c) Religious groups (d) Adult groups

P.T.O.

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- viii. The stages through which families might pass as they mature over time is a description of what is called the _____
 (a) Adoption process (b) Lifestyle cycle
 (c) Values and lifestyle (d) Family life cycle
- ix. Blanket contracts are typically part of which of the following stages in the business buying process?
 (a) General need description (b) Product specification
 (c) Supplier selection (d) Order-routine specification
- x. All of the following are among the primary differences between a business market and a consumer market except _____.
 (a) Purchase decisions to satisfy needs.
 (b) Market structure and demand.
 (c) The nature of the buying unit.
 (d) The types of decisions and the decision process involved.
- Q.2 i. Define consumer behaviour. 2
 ii. List any four characteristics of consumer behaviour. 2
 iii. Explain factors affecting consumer behaviour. 4
 OR iv. Write a note on applications of consumer behaviour in marketing. 4
- Q.3 i. Enlist the steps involved in consumer decision making process. 3
 ii. Explain the significant steps involved in purchase process of consumer behaviour? 5
 OR iii. Explain the expectation-disconfirmation model. 5
- Q.4 i. What are learning constructs & perceptual constructs? Briefly explain. 3
 ii. Explain Howard and Sheth Model in detail. 5
 OR iii. Explain the following in brief: 5
 (a) Nicosia Model (b) Diffusion Process
- Q.5 i. What is opinion leadership? Highlight the profile of an opinion leader. 2
 Attempt any two:
 ii. What is a reference group? What are various factors which are important in reference group influence? 3
 iii. Explain the concept of family life cycle and its implications for marketers? 3
 iv. Briefly explain the term subculture and its types? 3

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- Q.6 Attempt any two:
 i. Explain various factors affecting Organisational buying. 4
 ii. Explain buy grid model. 4
 iii. Write a brief note on recent trends in consumer behaviour 4
- Q.7 Marketers are now working to harness the new-found communications power of their everyday customers by turning them into influential brand ambassadors. Companies like Sony, Microsoft and McDonald's are now developing a new breed of brand ambassador programs that organize and multiply consumer to consumer interactions about their brands. Marketers select their brand ambassadors very carefully, based on customers' devotion to brand and the size of their social circles. For the ambassador, rewards include product samples, gifts discounts and token cash payments. Perhaps most important to many brand enthusiasts, they get inside access to company's information about new product and services about to be launched. One such success story was Sony. Sony used brand ambassadors to jumpstart the launch of its new GPS camera, a high-tech device that draws on satellite tracking technology to let you record the exact location of every picture you take and later map them out using Google maps. Out of 2000 or more online applicants, Sony picked only 25 brand ambassadors. The ambassadors were given a free camera and other equipment along with lesson on how to use them. They were encouraged to show the camera to friends, associates, and anyone else who asked handout discount coupons and blog weekly about their travel and picture taking adventures on a dedicated Sony micro site.
- Questions:
 (a) Based on your own understanding of reference groups, how effective would brand ambassadors be as reference groups for relatively expensive, infrequently bought product and services? How would your answer change if the product in question was detergent or cooking oil? 5
 (b) In your view, in the Indian marketing context, is the concept of brand ambassadors likely to succeed? Justify your answer 5

Marking Scheme
MS5EM07 Consumer Behavior

Q.1	i.	Any individual who purchases goods and services from the market for his/her end-use is called a.....		1
		(c) Consumer		
	ii.	_____ is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use.		1
		(a) Consumer behaviour		
	iii.	The _____ is a person within a reference group who, because of special skills, knowledge, personality, or other characteristics, exerts influence on others.		1
		(c) Opinion leader		
	iv.	Which of the following is NOT one of the five stages of the consumer decision process?		1
		(b) Brand identification		
	v.	Inputs are given by these stimuli's in Howard Sheth Model		1
		(d) All of these		
Q.2	vi.	This model displays the reciprocal relations between the company & the customer & originates among them for bilateral communication.		1
		(a) Nicosia model		
	vii.	_____ are the groups that individuals look to when forming attitudes and opinions.		1
		(a) Reference groups		
	viii.	The stages through which families might pass as they mature over time is a description of what is called the		1
		(d) Family life cycle		
	ix.	Blanket contracts are typically part of which of the following stages in the business buying process?		1
		(d) Order-routine specification		
	x.	All of the following are among the primary differences between a business market and a consumer market except _____.		1
		(a) Purchase decisions to satisfy needs.		
Q.2	i.	Definition of consumer behaviour	1 mark	2
		Example	1 mark	
	ii.	Any four characteristics	(0.5 mark * 4) 2 marks	2
	iii.	Any four factors	(1 mark * 4) 4 marks	4
	OR iv.	Any four applications	(1 mark * 4) 4 marks	4

Q.3	i.	Five steps involved	(0.5 mark * 5)	2.5 marks	3
		Example		0.5 marks	
	ii.	Five stages involved	(1 mark * 5)	5 marks	5
OR	iii.	Explanation of expectation-disconfirmation model		3 marks	5
		Diagram		2 marks	
Q.4	i.	Learning constructs		1.5 marks	3
		Perceptual constructs		1.5 marks	
	ii.	Explanation of Howard and Sheth Model		3 marks	5
OR		Diagram		2 marks	
	iii.	(a) Nicosia Model		2.5 marks	5
		(b) Diffusion Process		2.5 marks	
Q.5	i.	Definition of opinion leadership		1 mark	2
		Profile		1 mark	
		Attempt any two:			
	ii.	Definition of reference group		1 mark	3
		Factors		2 marks	
	iii.	Concept of family life cycle		2 marks	3
Q.6		Its implications for marketers		1 mark	
	iv.	Subculture		1.5 marks	3
		Its types		1.5 marks	
		Attempt any two:			
	i.	Any four factors	(1 mark * 4)	4 marks	4
	ii.	Explanation of buy grid model		2 marks	4
		Diagram		2 marks	
Q.7	iii.	Any four trends	(1 mark * 4)	4 marks	4
		Case study Questions			
		(a) As per explanation		5 mark	5
		(b) As per explanation		5 mark	5
