

Enrollment No.....



Faculty of Management Studies

End Sem Examination Dec-2023

MS3EM01 Basics of Consumer Behavior

Programme: BBA

Branch/Specialisation: Management /  
Marketing

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. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. If performance meets consumer expectations, the consumer is \_\_\_\_\_ 1  
 (a) Satisfied (b) Dissatisfied (c) Delighted (d) Happy
- ii. The customer or consumer is \_\_\_\_\_ when actual performance exceeds the expected performance of the product. 1  
 (a) Happy (b) Satisfied (c) Dissatisfied (d) Delighted
- iii. \_\_\_\_\_ where consumers look for quality in brands when shopping. 1  
 (a) Brand conscious style (b) Novelty oriented style  
 (c) Quality oriented style (d) Pleasure oriented style
- iv. Consumers in \_\_\_\_\_ are brand conscious because of the prestige associated with these brands. 1  
 (a) Impulsive style (b) Pleasure oriented activity  
 (c) Quality oriented style (d) Brand conscious style
- v. \_\_\_\_\_ refers to limited search by consumer before taking decision. 1  
 (a) Extended CDM (b) Nominal CDM  
 (c) Habitual CDM (d) Limited CDM
- vi. \_\_\_\_\_ reflects a high level of purchase involvement. 1  
 (a) Extended CDM (b) Limited CDM  
 (c) Habitual CDM (d) Nominal CDM
- vii. \_\_\_\_\_ is displayed by a person while buying milk. 1  
 (a) Selective Buying Behaviour (b) Routinized buying behaviour  
 (c) Extensive buying behaviour (d) Credence buying behaviour
- viii. Soft drinks, ice creams, chocolates and biscuits are products that fall under \_\_\_\_\_ buy category. 1  
 (a) Impulsive (b) Deliberate (c) Convective (d) Corrective

- ix. \_\_\_\_\_ is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. 1  
 (a) Organizational behaviour (b) Consumer behaviour  
 (c) Business behaviour (d) Behavioural segmentation
- x. Information search can be explained in terms of \_\_\_\_\_. 1  
 (a) Degree (b) Direction (c) Sequence (d) All of these
- Q.2 i. What do you mean by consumer behaviour? 2  
 ii. Elaborate the consumer research process. 3  
 iii. Do personal or psychological influences really work in the field of 'Consumer Behaviour'? How? Explain. 5
- OR iv. Is it correct to say that all people are 'Consumers' of goods and services? Explain. 5
- Q.3 i. How is social class defined? 3  
 ii. Describe the correlation between social status or prestige and income. Which is a more useful segmentation variable? 7
- OR iii. What are reference groups? What are the various reference group appeals being used by marketers? Explain with suitable examples. 7
- Q.4 i. What are types of consumer decision making? 4  
 ii. What are the various sources for collecting the information in order to understand 'Consumer Behaviour'? Explain. 6
- OR iii. Describe the decision process for impulse purchases at the retail level. Would they be classified as high- or low-involvement purchases? 6
- Q.5 i. Explain the benefits of market segmentation. 4  
 ii. What is the objective of market segmentation? Write the bases of market segmentation. 6
- OR iii. What is meant by market segmentations? What are the criteria of successful market segmentation? 6
- Q.6 Attempt any two: 5  
 i. Distinguish between organizational buying & consumer buying. 5  
 ii. Write short note on political and legal influence on organizational buying. 5  
 iii. Write short note on supplier's influence on organizational buying. 5

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