



**Enrollment No.....**

**Faculty of Management Studies**

**End Sem (Odd) Examination Dec-2022**

**MS3EM01 Basics of Consumer Behaviour**

Programme: BBA      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. A person who purchases a product or service either for his own consumption or for others is known as \_\_\_\_ **1**  
 (a) Buyer (b) Customer (c) Consumer (d) None of these
- ii. Which of the following is not an external factor that influences consumer behavior? **1**  
 (a) Social class (b) Culture  
 (c) Reference groups (d) Service personnel behavior
- iii. Social class is an element of \_\_\_\_ factor. **1**  
 (a) Social (b) Cultural (c) Personal (d) Economic
- iv. Behaviour exhibited while purchasing a car is an example of \_\_\_\_\_. **1**  
 (a) Dissonance Reduction Buying Behaviour  
 (b) Variety Seeking Buying Behaviour  
 (c) Complex Buying Behaviour  
 (d) Habitual Buying Behaviour
- v. First stage in the basic model of Consumer Decision is \_\_\_\_\_. **1**  
 (a) Purchase (b) Information Search  
 (c) Need (d) Evaluation of alternative models
- vi. Two of the most important psychological factors that impact consumer decision-making process are product \_\_\_\_\_ and product involvement. **1**  
 (a) Marketing (b) Strategy (c) Price (d) Knowledge
- vii. An important variable Social Class can be called as- **1**  
 (a) Demographic Variable (b) Psychographic Variable  
 (c) Geographic Variable (d) Behavioural Variable
- viii. Segmentation can be divided into following types: **1**  
 (a) Geographical (b) Behavioural  
 (b) Psychographic (d) All of these

P.T.O.

- ix. Organizational buying behaviour is about: **1**  
 (a) Determining the characteristics of the needed product.  
 (b) The functions and processes, strategy, and the network of relationships.  
 (c) Searching for qualified sources.  
 (d) Evaluating proposals and selecting suppliers.
- x. \_\_\_\_\_ can be distinguished as an independent type of organisation. **1**  
 They provide services to all other organisations and can be found in many sectors.  
 (a) Professional service firms (b) Suppliers  
 (c) Agencies (d) Manufacturing firms
- Q.2 i. Describe Consumer behaviour with examples. **2**  
 ii. Mention any three applications of consumer behaviour. **3**  
 iii. Explain the process of Consumer Research with examples. **5**  
 OR iv. Explain any five factors which affecting consumer behaviour. **5**
- Q.3 i. What is reference group? Explain with examples. **3**  
 ii. Discuss the role of social class in formulation of consumer behaviour. **7**  
 OR iii. Discuss the categorisation of social class. **7**
- Q.4 i. What are three levels of consumer decision making? **3**  
 ii. Explain four views of consumer decision making with examples. **7**  
 OR iii. Discuss consumer decision making process with the help of diagram. **7**
- Q.5 i. What do you mean by Market segmentation? Explain with examples. **4**  
 ii. Why Demographic Segmentation has gained importance in recent past as bases of segmentation strategy. Justify. **6**  
 OR iii. Discuss various segmentation variables with example. **6**
- Q.6 Attempt any two: **5**  
 i. Compare organisational buying with consumer buying. **5**  
 ii. Briefly explain economic influence and political influence. **5**  
 iii. Write a short note on: **5**  
 (a) Technology Influence (b) Customer Influence

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**Marking Scheme**  
**MS3EM01 Basics of Consumer Behaviour**

Q.1	i.	A person who purchases a product or service either for his own consumption or for others is known as ____	<b>1</b>
		(b) Customer	
	ii.	Which of the following is not an external factor that influences consumer behavior?	<b>1</b>
		(d) Service personnel behavior	
	iii.	Social class is an element of ____ factor.	<b>1</b>
		(b) Cultural	
	iv.	Behaviour exhibited while purchasing a car is an example of ____.	<b>1</b>
		(c) Complex Buying Behaviour	
	v.	First stage in the basic model of Consumer Decision is ____.	<b>1</b>
		(c) Need	
	vi.	Two of the most important psychological factors that impact consumer decision-making process are product _____ and product involvement.	<b>1</b>
		(d) Knowledge	
	vii.	An important variable Social Class can be called as-	<b>1</b>
		(b) Psychographic Variable	
	viii.	Segmentation can be divided into following types:	<b>1</b>
		(d) All of these	
	ix.	Organizational buying behaviour is about:	<b>1</b>
		(a) Determining the characteristics of the needed product.	
	x.	_____can be distinguished as an independent type of organisation. They provide services to all other organisations and can be found in many sectors.	<b>1</b>
		(a) Professional service firms	
Q.2	i.	Consumer behaviour	<b>2</b>
		Examples.	
	ii.	Any three applications of consumer behaviour.	<b>3</b>
	iii.	Process of Consumer Research	<b>5</b>
OR	iv.	Any five factors which affecting consumer behaviour.	<b>5</b>
Q.3	i.	Reference group	<b>3</b>
		Examples.	

	ii.	Role of social class in formulation of consumer behaviour.	<b>7</b>
		1 mark for each (1 mark * 7)	
OR	iii.	Categorisation of social class.	<b>7</b>
		As per the explanation	
Q.4	i.	Three levels of consumer decision making	<b>3</b>
		1 mark for each (1 mark * 7)	
	ii.	Four views of consumer decision making	<b>7</b>
		Examples	
OR	iii.	Consumer decision making process	<b>7</b>
		Diagram.	
Q.5	i.	Market segmentation	<b>4</b>
		Examples.	
	ii.	Why Demographic Segmentation has gained importance in recent past	<b>6</b>
		as bases of segmentation strategy. Justify.	
OR	iii.	Segmentation variables	<b>6</b>
		Example.	
Q.6		Attempt any two:	
	i.	Compare organisational buying with consumer buying.	<b>5</b>
		Three comparisons	
	ii.	Economic influence	<b>5</b>
		Political influence.	
	iii.	Write a short note on:	<b>5</b>
		(a) Technology Influence	
		(b) Customer Influence	

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