

Many would lower their choice, and come back to buy semi-automatic, instead of automatic machines. The sale was observed to be highest during marriage seasons and at festival times. There was a great influence of the housewives in buying these, as they were the ultimate users. With a lot of information imparted by the media, and the children being exposed to it for several hours, in a day, they seemed to have a good knowledge of the attributes, and had a great say in the purchases and their opinions were also given weightage by the parents. Since a chain store is more interested in the sales to materialize, rather than pushing any particular brand, the salesmen are directed to satisfy the customers or the family. This should be their first consideration.

- (a) What should be the role of the marketer in the above case regarding advertisement, promotion, persuasion, and closing the sales?
- (b) Who others can influence the purchase decisions in a family, in relevance with the above case?

Total No. of Questions: 7

Total No. of Printed Pages: 4

Enrollment No.....



Faculty of Management Studies
End Sem Examination Dec-2023
MS5EM07 Consumer Behavior

Programme: MBA

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. A consumer buying behavior is influenced by – **1**
 (a) Cultural and social factors
 (b) Personal factors
 (c) Both (a) and (b)
 (d) None of these
- ii. _____ refers to how an individual perceives a particular message. **1**
 (a) Consumer behavior (b) Consumer interest
 (c) Consumer attitude (d) Consumer interpretation
- iii. Two of the most important psychological factors that impact **1**
 consumer decision-making process are product _____ and
 product involvement.
 (a) Marketing (b) Strategy (c) Price (d) Knowledge
- iv. Which of the following is NOT one of the buyer decision process? **1**
 (a) Need Recognition
 (b) Brand Identification
 (c) Information Search
 (d) Purchase Decision
- v. Consumer purchases are influenced by cultural, social, personal, **1**
 and _____.
 (a) Psychographic characteristics
 (b) Psychological characteristics
 (c) Psychometric characteristics
 (d) Supply and demand characteristics

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- vi. Which one is a person's unique psychological characteristics that lead to relatively consistent and lasting responses to the person's own environment? **1**
 (a) Psychographics (b) Personality
 (c) Demographics (d) Lifestyle
- vii. _____ are transmitted through three basic organizations: the family, religious organizations, and educational institutions; and in today's society, educational institutions are playing an increasingly greater role in this regard. **1**
 (a) Consumer feedback (b) Marketing information systems
 (c) Market share estimates (d) Cultural values
- viii. Which one is developed on the basis of wealth, skills and power? **1**
 (a) Economical classes (b) Purchasing communities
 (c) Competitors (d) Social classes
- ix. 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 is called as - **1**
 (a) Organizational behaviour
 (b) Consumer behaviour
 (c) Business behaviour
 (d) Behavioural segmentation
- x. In business buying process, the group who has formal authority of supplier selection is classified as- **1**
 (a) User (b) Influencer
 (c) Decider and gatekeeper (d) Buyer
- Q.2 i. Define consumer behaviour. **2**
 ii. What is the scope of consumer behaviour study? **2**
 iii. What are the factors which influence consumer behaviour? **4**
 OR iv. Define brand equity and brand loyalty. **4**
- Q.3 i. Define consumer satisfaction concept. **3**
 ii. Describe the steps involved in consumer decision process. **5**
 OR iii. What are the various stages of information processing? Explain. **5**
- Q.4 i. Describe the use of Howard and Sheth model. **3**

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- ii. Discuss the relevance of Engel-Kollat model in study of consumer behaviour. **5**
 OR iii. Discuss the traditional models of consumer behaviour. **5**
- Q.5 i. What is reference group? **2**
 Attempt any two:
 ii. What are the implications of family decision-making on marketing strategy for a marketer? **3**
 iii. Define social class and explain social class influences. **3**
 iv. Explain the influence of lifestyle and psychographics on buying behaviour. **3**
- Q.6 Attempt any two:
 i. Explain the concept of organization buying behaviour and factors influencing organizational buying. **4**
 ii. Describe the organizational buying decision process. **4**
 iii. What are the recent trends in consumer behaviour? **4**
- Q.7 Case Study- **10**
 A certain store was keeping a number of brands of washing machines. They had washing machines to cater to the needs of all the segments of the society. They were stocking IFB, Videocon, BPL, National, Godrej, and local made washing machines as well. They had automatic, semi-automatic and manual machines. The automatic machines were bought by the higher income group. The middle income group was content with semi-automatic machines. Manual hand operated machines were for the lower class of clientele, and also those living in the rural areas, where electrification was not complete, or the electricity went off for days together. It was observed that when customers came to buy an automatic machine, they usually came with their spouses and they looked mainly at the colour, style of functioning, electric consumption, care for handling, price factors, etc. Many customers would not buy on their first visit. They would come back after an interval of time, and purchase the machine after careful considerations of the attributes that they were looking for.

Marking Scheme
MS5EM07 (T)- Consumer Behavior (T)

Q.1	i)	A consumer buying behavior is influenced by –	1
		C. Both 1 and 2	
	ii)	_____ refers to how an individual perceives a particular message	1
		D. Consumer interpretation.	
	iii)	Two of the most important psychological factors that impact consumer decision-making process are product _____ and product involvement.	1
		D. Knowledge	
	iv)	Which of the following is NOT one of the buyer decision process?	1
		B. Brand Identification.	
	v)	Consumer purchases are influenced by cultural, social, personal, and _____	1
		B. Psychological characteristics.	
	vi)	Which one is a person's unique psychological characteristics that lead to relatively consistent and lasting responses to the person's own environment.	1
		B. Personality	
	vii)	_____ are transmitted through three basic organizations: the family, religious organizations, and educational institutions; and in today's society, educational institutions are playing an increasingly greater role in this regard.	1
		D. Cultural values	
	viii)	Which one is developed on the basis of wealth, skills and power -	1
		D. Social classes.	
	ix)	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 is called as -	1
		A. Organizational Behaviour	
	x)	In business buying process, the group who has formal authority of supplier selection is classified as	1
		D. Buyer	

Q.2	i.	Define consumer behaviour.	2
		2 marks definition	
	ii.	What is the scope of consumer behaviour study?	2
		4 scope each carrying 0.5 marks	
	iii.	What are the factors which influence consumer behaviour?	4
		1 mark for each factor explanation	
OR	iv.	Define Brand equity and Brand loyalty?	4
		2 marks each	
Q.3	i.	Define consumer satisfaction concept.	3
		3 marks definition	
	ii.	Describe the steps involved in consumer decision process?	5
		1 mark for each step detail description	
OR	iii.	What are the various stages of information processing, explain?	5
		1 mark for each step detail description	
Q.4	i.	Describe the use of Howard and Sheth model	3
		1 mark for each use of model	
	ii.	Discuss the relevance of Engel-Kollat model in study of consumer behaviour.	5
		Each point carrying 1 mark	
OR	iii.	Discuss the traditional models of consumer behaviour	5
		Each point carrying 1 mark	
Q.5	i.	What is reference group?	2
		2 mark definition	
		Attempt any two:	
	ii.	What are the implications of family decision-making on marketing strategy for a marketer?	3
		1 mark for each point	
	iii.	Define social class and explain the social class influences	3
		1.5 mark for social class definition and explanation of influence	
	iv.	Explain the influence of lifestyle and psychographics on buying behaviour	3
		1.5 marks for each type	

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- Q.6 Attempt any two:
- i. Explain the concept of organization buying behaviour and factors influencing organizational buying
2 marks each **4**
 - ii. Describe the organizational buying decision process
1 mark for each **4**
 - iii. What are the recent trends in consumer behaviour
1 mark for each trend description **4**
- Q.7 Case Study **10**
5 marks for each question
