



# GIET UNIVERSITY, GUNUPUR – 765022

M.B.A ( Third Semester – Regular) Examinations, December – 2020

## MB 301 A – CONSUMER BEHAVIOUR

Time: 2 hrs

Maximum: 50 Marks

**The figures in the right hand margin indicate marks.**

### PART – I: (Multiple Choice Questions)

**(1 x 10 = 10 Marks)**

#### Q. 1 Answer ALL questions

- a. Family is one of the \_\_\_\_\_ factors that influence consumer behaviour
  - (i) Culture
  - (ii) Social
  - (iii) Personal
  - (iv) Psychological
- b. Now a days consumers select the product on the basis of
  - (i) Quality
  - (ii) Service
  - (iii) Brand
  - (iv) All of the above
- c. Geographic factors are the most popular bases for \_\_\_\_\_ customer groups
  - (i) Targeting
  - (ii) Classifying
  - (iii) Segmenting
  - (iv) Focusing
- d. According to Maslow's Hierarchy of Needs, the lowest order of needs are called:
  - (i) Self-actualization needs.
  - (ii) Social needs.
  - (iii) Safety needs.
  - (iv) Physiological needs.
- e. The Gestalt model is a contribution from the \_\_\_\_\_ school of thought
  - (i) Sociological
  - (ii) Psychological
  - (iii) Psychoanalytic
  - (iv) None of the above
- f. \_\_\_\_\_ develop on the basis of wealth, skills and power
  - (i) Economical classes
  - (ii) Purchasing communities
  - (iii) Competitors
  - (iv) Social classes
- g. The Howard - Sheth Model focuses on
  - (i) The element of repeat buying
  - (ii) The element of future buying process
  - (iii) The element of industrial buying process
  - (iv) None of the above.
- h. According to Nicosia model
  - (i) The firm affects the consumer
  - (ii) The consumer's behaviour affects his or her behaviour in the future
  - (iii) The consumer affects the firm
  - (iv) All of the above.
- i. Emphasis is given, in Engel, Kollat, and Blackwell model
  - (i) On the information process
  - (ii) On the search process
  - (iii) Both a & b
  - (iv) None of the above
- j. \_\_\_\_\_ factors are the most popular bases for segmenting consumer groups
  - (i) Geographic
  - (ii) Demographic
  - (iii) Psychographic
  - (iv) Behavioural

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**PART – II : (Short Answer Questions)****(2 x 5 = 10 Marks)****Q.2. Answer ALL questions**

- a. What is impulse buying?
- b. Define the term Dissonance.
- c. List any four factors influencing the buyer behaviour.
- d. Define the term 'consumer life style'.
- e. What is Diffusion of Innovations?.

**PART – III: (Long Answer Questions)****(6 x 5 = 30 Marks)****Answer ANY FIVE questions**

3. What is consumer Behaviour? Why is it important for a marketing manager to study consumer Behaviour?
4. Examine the various factors Affecting Consumer Behaviour.
5. Write short note on Psychoanalytic Theory.
6. Compare and contrast social, cultural and family influences on consumer behaviour.
7. Describe the impact of social media in consumer Behaviour
8. Discuss the three Levels of Decision-Making in Howard Sheth Model.
9. Explain the Nicosia Model of Consumer Behaviour.
10. Classify the various types of market segmentation.

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