

CONSUMER BEHAVIOUR
(CSBS 4231)

Time Allotted : 2½ hrs

Full Marks : 60

Figures out of the right margin indicate full marks.

*Candidates are required to answer Group A and
any 4 (four) from Group B to E, taking one from each group.*

Candidates are required to give answer in their own words as far as practicable.

Group – A

1. Answer any twelve:

12 × 1 = 12

Choose the correct alternative for the following

- (i) The study of behaviour by an individual, group, or organization and all the activities involved in the process of purchase, use, and dispose of goods or services is called
 - (a) business behaviour
 - (b) behavioural studies
 - (c) consumer behaviour
 - (d) organizational behaviour
- (ii) In consumer behaviour CDM stands for
 - (a) consumer decision making
 - (b) consumer decision mix
 - (c) consumer decision mapping
 - (d) consumer decision making
- (iii) What type of research would be appropriate in the situation like – “A college or university bookshop wants to get some insights into how students feel about the shop’s merchandise, prices and service”
 - (a) mixed methodology
 - (b) quantitative research
 - (c) focus groups
 - (d) qualitative research
- (iv) The rational element of motivation is called
 - (a) a goal
 - (b) an incentive
 - (c) an initiative
 - (d) a drive

- (v) Needs of customers are triggered by
(a) internal stimuli
(b) external stimuli
(c) both (a) and (b)
(d) willingness
- (vi) Which of the following best describes consumer learning?
(a) the process of acquiring knowledge and experience about products and brands
(b) the process of forgetting information about products and brands
(c) the process of making a purchase decision
(d) the process of evaluating the quality of a product
- (vii) Which of the following is an example of classical conditioning in consumer behaviour?
(a) a consumer learns that a particular brand of coffee tastes good
(b) a consumer associates a particular brand of coffee with a positive emotional state
(c) a consumer learns to buy a particular brand of coffee because it is on sale
(d) a consumer learns to avoid a particular brand of coffee because it is too expensive
- (viii) What is the process of retrieving information from memory called?
(a) encoding
(b) storage
(c) retrieval
(d) recall
- (ix) The first stage in the consumer decision- making process is
(a) information search
(b) need recognition
(c) evaluation of alternatives
(d) purchase decisions
- (x) Relatively permanent and ordered divisions in a society whose members share similar values, interests, and behaviours are called
(a) cultures
(b) subcultures
(c) social classes
(d) social factors

Fill in the blanks with the correct word

- (xi) Any individual who purchases goods and services from the market for his / her end-use is called ____.
- (xii) ____ develop on the basis of wealth, skills and power.
- (xiii) Consumer purchases are influenced strongly by cultural, social, personal, and ____.
- (xiv) ____ describes changes in an individual's behaviour arising from experience.
- (xv) ____ has become increasingly important for developing a marketing strategy in recent years.

Group - B

2. (a) Describe the meaning and concept of “Consumer Behaviour”. [[CSBS4231.1))(Remember/LOCQ]]
(b) Illustrate in brief the types of “Consumer Behaviour”. [[CSBS4231.1))(Remember/LOCQ]]
6 + 6 = 12
3. (a) Compare between Customer & Consumer. [[CSBS4231.1)) Analyse/IOCQ]]
(b) Briefly discuss the types of Customers. [[CSBS4231.1)) Analyse/IOCQ]]
6 + 6 = 12

Group - C

4. (a) What is Motivation in Consumer Behaviour? [[CSBS4231.4)) Remember/IOCQ]]
(b) Describe the types of motivation in consumer behaviour. [[CSBS4231.4)) Analyse/IOCQ]]
6 + 6 = 12
5. (a) Define the terms (i) Sales & (ii) Marketing. [[CSBS4231.4)) Remember/IOCQ]]
(b) Briefly discuss the activities that are involved in Sales & Marketing. [[CSBS4231.4)) Remember/LOCQ]]
6 + 6 = 12

Group - D

6. (a) Why the marketers are interested in understanding consumer memory ? [[CSBS4231.5))Remember/LOCQ]]
(b) Briefly discuss the characteristics of short term and long term memory. [[CSBS4231.5))Remember/LOCQ]]
6 + 6 = 12
7. (a) What is consumer attitude? [[CSBS4231.5))Remember/LOCQ]]
(b) Discuss in brief the components of consumer attitude. [[CSBS4231.5))Remember/LOCQ]]
6 + 6 = 12

Group - E

8. (a) What do you understand by the term “Reference Group” ? [[CSBS4231.6))Remember/LOCQ]]
(b) How does a reference group help shape a person’s attitude & behaviour? [[CSBS4231.6))Remember/LOCQ]]
6 + 6 = 12
9. Briefly discuss the impact of word-of-mouth in consumer decision making. [[CSBS4231.6))Remember/LOCQ]]
12

Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	75	25	0

Name of the Paper Setter:

Full Signature of Paper Setter: