

CONSUMER BEHAVIOR
(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) In consumer behaviour CDM stands for
 - (a) Consumer Decision Making
 - (b) Customer Decision Mix
 - (c) Customer Decision Model
 - (d) Customer Decision Mapping
- (ii) Which of the following is not a criterion for successful market segmentation?
 - (a) There must be difference among consumers
 - (b) Each segment must be located with a geographical area
 - (c) There must be consumer similarities within each segment identified
 - (d) A segment must be large enough to cover costs
- (iii) Marketing strategy is built on
 - (i) segmentation
 - (ii) targetting
 - (iii) positining
 - (iv) branding
 - (a) only (i)
 - (b) (i) & (ii)
 - (c) all (i), (ii) & (iii)
 - (d) only (ii) & (iii)
- (iv) When a company strives to appeal to multiple well defined market segments with a strategy tailored to each segment, it is applying
 - (a) undifferentiated marketing
 - (b) differentiated marketing
 - (c) concentrated marketing
 - (d) the majority fallacy

- (v) The process of designing the company's image and offering to get a distinctive place in the minds of the target market is known as
 - (a) positioning
 - (b) targeting
 - (c) segmentation
 - (d) branding
- (vi) The consumers who buy without much analysis of information about the product come under
 - (a) pleasure oriented
 - (b) impulsive buyer
 - (c) novelty oriented
 - (d) shop for fun
- (vii) Willingness of consumers to purchase products and services as per their taste, need and of course ability to purchase as can be best described as
 - (a) consumer behaviour
 - (b) consumer interest
 - (c) consumer attitude
 - (d) consumer perception
- (viii) Customers who look for the prestige associated with the brand while making a decision are considered as
 - (a) novelty oriented
 - (b) quality oriented
 - (c) brand conscious
 - (d) dignity oriented
- (ix) Many sub-cultural barriers are decreasing because of mass communication, mass trait and a
 - (a) decline in the influence of religious values
 - (b) decline in communal influences
 - (c) strong awareness of brands in the market
 - (d) strong awareness of pricing policies in the market
- (x) Which one is the most basic influence on an individual's needs, wants, and behaviour?

(a) Brand	(b) Culture
(c) Product	(d) Price.

Fill in the blanks with the correct word

- (xi) A customer is _____ when the performance of a product matches his expectations
- (xii) The first step of the buying process is negotiation of _____ by the customer
- (xiii) Successful marketers define their markets in terms of _____
- (xiv) Branding is concerned with component of _____ P's
- (xv) Any individual who purchases goods and services from the market for his/her end-use is called a _____.

Group - B

2. (a) Describe the meaning of the term “ consumer Behaviour “. Why is consumer behavior important? *[[CO1](Analyse/HOCQ)]*
- (b) Illustrate briefly the types of consumer behaviour. *[[CO1](Understand/LOCQ)]*
(2 + 4) + 6 = 12
3. (a) Illustrate briefly the basis for segmenting consumer markets. *[[CO3](Analyse/HOCQ)]*
- (b) Discuss briefly the bases for segmenting Industrial Markets. *[[CO2](Analyse/HOCQ)]*
6 + 6 = 12

Group - C

4. (a) Briefly describe a simple model of motivation process in the context of consumer behaviour with the help of a diagram. *[[CO4](Analyse/HOCQ)]*
- (b) Discuss Mc Clelland ‘s theory of needs. *[[CO3](Analyse/HOCQ)]*
6 + 6 = 12
5. (a) How personality traits influence consumer behaviour ? *[[CO3](Analyse/HOCQ)]*
- (b) Why is an understanding of consumers personality necessary for marketers selling consumer products? *[[CO4](Remember/IOCQ)]*
6 + 6 = 12

Group - D

6. (a) (i) Why the marketers are interested in understanding consumer memory?
(ii) Briefly discuss the characteristics of short term and long term memory. *[[CO5](Analyse/HOCQ)]*
- (b) (i) What is meant by the term “ habit”?
(ii) Explain how an understanding of consumer’s habitual behaviour can help marketers? *[[CO5](Remember/LOCQ)]*
(2 + 4) + (2 + 4) = 12
7. (a) State the concept of “Brand Loyalty ”. *[[CO6] (Analyse/IOCQ)]*
- (b) Why are marketers interested in the study of consumer brand and store loyalty? Explain taking the example of any consumer durable product. *[[CO6] (Remember/LOCQ)]*
4 + (4 + 4) = 12

Group - E

8. (a) What do you understand by the terms “ social satisfaction “ and “ social class “? *[[CO4](Analyse/HOCQ)]*
- (b) Discuss in brief the concept of “social influence on consumer behaviour “. *[[CO4](Remember/LOCQ)]*
6 + 6 = 12

9. (a) What are the Reference Group Characteristics that influence consumer behaviour? - Discuss. [[CO1] (Analyse/LOCQ)]
- (b) Narrate in brief the types of Decision Making Processes in buying. [[CO5] (Remember/LOCQ)]
- 6 + 6 = 12**
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Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	39.58	10.42	50

Course Outcome (CO):

After the completion of the course students will be able to

CSBS4231.1 Understand consumer behavior in an informed and systematic way.

CSBS4231.2 Analyze consumer behavior and its impact on buying patterns.

CSBS4231.3 Analyze personal, socio-cultural, and environmental dimensions that influence consumer decisions making.

CSBS4231.4 Explain consumer's perception in determining brand preferences.

CSBS4231.5 Compile the components and stages of the individual decision-making process.

CSBS4231.6 Designing and evaluating the marketing strategies based on fundamentals of consumer buying behavior.

**LOCQ: Lower Order Cognitive Question; IOCQ: Intermediate Order Cognitive Question; HOCQ: Higher Order Cognitive Question.*