

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 purchase of ice cream, chocolate, or soft drinks demonstrate
 - (a) impulsive buying
 - (b) effective buying
 - (c) corrective buying
 - (d) deliberate buying
- (ii) Which one is the final step in the consumer decision making model?
 - (a) purchase
 - (b) post-purchase
 - (c) evaluation of alternatives
 - (d) information search
- (iii) In Maslow's hierarchy of needs, food, water, sleep, etc are considered as the motives referring to
 - (a) safety
 - (b) self-actualization
 - (c) physiological
 - (d) belongingness
- (iv) Which one of the following refers to an individual's perception of a particular message?
 - (a) consumer behaviour
 - (b) consumer interest
 - (c) consumer attitude
 - (d) consumer interpretation
- (v) In terms of consumption decisions, middle class consumers prefer to
 - (a) buy at a market that sells at a whole sale rate
 - (b) buy what is popular
 - (c) buy only the brands which sell at affordable prices
 - (d) analyze the market and select the best at the lowest prices
- (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 a behavioural component of attitude?
 - (a) believing a product is expensive
 - (b) feeling happy about a purchase
 - (c) regularly buying a specific brand
 - (d) thinking a product is of high quality

- (viii) What is consumer involvement?
 - (a) the level of interest a consumer has in a product or brand
 - (b) the process of making a purchase decision
 - (c) the process of evaluating the quality of a product
 - (d) the process of acquiring knowledge about products and brands
- (ix) In terms of consumer behaviour; culture, social class, and reference group influences have been related to purchase and
 - (a) economic situations
 - (b) situational influences
 - (c) consumption decisions
 - (d) physiological influences
- (x) Primary reference groups include
 - (a) college students
 - (b) office colleagues
 - (c) family and close friends
 - (d) sports groups

Fill in the blanks with the correct word

- (xi) _____ is nothing but willingness of consumers to purchase products and services as per their taste, need and ofcourse pocket
- (xii) “_____ is the action and decisions process or people who purchase goods and services for personal consumption”.
- (xiii) A _____ is a group of people with share value systems based on common life experiences and situations.
- (xiv) _____ is the process by which people select, organize, and interpret information to form a meaningful picture of the world.
- (xv) The place in the business buying behaviour model where interpersonal and individual influences might interact is called the _____.

Group - B

- 2. (a) Describe the importance of “Consumer Behaviour”. [[CSBS4231.1))(Remember/IOCQ]]
 (b) Mention the factors that influence “Consumer Behaviour”. [[CSBS4231.1))(Analyze/IOCQ]]
6 + 6 = 12
- 3. (a) Describe the concept and definition of Organization Buying Behaviour. [[CSBS4231.2))(Remember/IOCQ]]
 (b) How does Organization Buying Behaviour work? Explain. [[CSBS4231.2))(Analyze/IOCQ]]
6 + 6 = 12

Group - C

- 4. (a) Mention in brief the benefits of Product Positioning. [[CSBS4231.2)) Remember/LOCQ]]
 (b) How does a company implement Product Positioning? [[CSBS4231.2)) Remember/LOCQ]]
2 + 10 = 12

5. Mention in brief the various personality theories in Consumer Behaviour.

[[CSBS4231.4](Remember/LOCQ]

12

Group - D

6. (a) What is the role of learning in consumer behaviour?
(b) Discuss the types of learning.

[[CSBS4231.5](Remember/LOCQ]

[[CSBS4231.5](Remember/LOCQ]

6 + 6 = 12

7. (a) Discuss how consumer attitude affect behaviour.
(b) Briefly discuss the importance of consumer attitude.

[[CSBS4231.5](Remember/LOCQ]

[[CSBS4231.5](Remember/LOCQ]

6 + 6 = 12

Group - E

8. (a) What is the concept of Family Life Cycle (FLC)?
(b) Briefly discuss the stages of FLC.

[[CSBS4231.6](Remember/LOCQ]

[[CSBS4231.6](Remember/LOCQ]

6 + 6 = 12

9. (a) What is consumer decision making process?
(b) Discuss the stages of the consumer decision making process.

[[CSBS4231.6](Remember/LOCQ]

[[CSBS4231.6](Remember/LOCQ]

2 + 10 = 12

Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	75	25	0

