

Tilak Maharashtra University
Bachelor of Business Administration (Distance)
BBA- 3rd Year (Semester - VI)
Internal Assignment
Marketing Specialisation
Consumer Behavior

Marks : 80

Code : BM - 603

Note:

- ❖ **The Paper Consist of two sections I & II**
- ❖ **Section I & II is Compulsory**

Section I

- Q.1.a) Explain the different elements of consumer decision model. (15)
OR
b) Explain situational influence on purchase decision. Also explain physical situation factors.
- Q.2.a) Explain the different types of consumer decision. (15)
OR
b) Describe the ways of changing the habit of a consumer.
- Q.3.a) What are the characteristics affecting perception? Describe in short application of cognitive conditioning in marketing. (15)
OR
b) Explain Nature and Scope of Consumer Behaviour. Explain why Role of Consumer Behaviour in marketing is an important aspect.
- Q.4 Write short notes (Any three) (15)
a) Customers and consumers
b) Environmental influences on purchase decision
c) Purchase decision process
d) Stages of purchase decision
e) Importance of consumer needs

Section II

- Q.5. **Choose appropriate option (All questions are compulsory)** (15)
1. A Co. which wants to become a market leader should
(a) Sell products manufactured by it.
(b) Manufacturer products which suit consumer needs.
2. Demarketing implies
(a) Discounting a product
(b) Encouraging consumers to stop or reduce usage of some thing.

3. Social marketing or educating people about social hazards, bad habits is mainly done by
(a) Govt. Depts., (b) Social organizations (c) Companies
4. Knowledge of consumer behavior helps a government to
(a) Prepare budget (b) Make provision of public services
5. Generally the consumer's motive behind purchase of costly car, costly ornaments etc. is
(a) Prominence motive (b) convenience motive (c) None of them
6. The goods which are required for ordinary living of a consumer are.....
(a) Consumer items (b) Luxury items (c) Both
7. In case of normal consumer items, consumer gives higher importance to.....
(a) Price of product (b) Product features (c) Both
8. When a consumer buys a particular product repeatedly it is called.....
(a) Brand loyalty (b) Co. loyalty (c) Consumer habit
9. Brand loyalty of a customer is built on basis of
(a) Product features (b) Product price
(c) Product suitability to a customer (d) b and c
10. Capital goods purchase is an example of
(a) Low purchase involvement (b) High purchase involvement
(c) None of these
11. Economic man concept assumes that purchaser.....
(a) Is rational (b) Is aware of all alternatives
(c) Evaluates all alternatives (d) All these
12. Passive man concept assumes that
(a) Consumer acts on basis of his own decision
(b) Consumer can be influenced to purchase product
(c) None of these
13. An emotional consumer bases his purchase decision on one or more Impulses, which may be
(a) Love (b) Fear (c) Status in society (d) All these
14. In case of emotional purchase factors of less importance is / are
(a) Product price (b) Product features
(c) Product stability (d) All these

15. Need recognition, pre purchase information, evaluation of alternatives are factors of
- (a) External influence
 - (b) Information input
 - (c) Consumer decision-making
16. Demarcating implies
- a) Discontinuing a product
 - b) Encouraging consumer to stop or reduce usage of some thing.
17. Purchase decision process starts with
- a) Need recognition
 - b) Search for alternatives
 - c) Alternative evaluation
18. Nominal Decision-making is also called.
- a) Habitual decision making
 - b) Evaluation decision – making
 - b) Purchasing decision making
 - d) Involvement decision making
19. Nicosia model is also said to be
- a) System model
 - b) Industrial model
 - c) Problem solving model
20. Initiator is one who
- a) Determines & rectifies needs and wants
 - b) Only who consumes the product.