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Bachelors of Business Administration (Distance)

Home Assignment – III year - Semester VI

Marks : 80

Consumer Behaviour

Code : M 71613

Note :

- * The Paper consists of two sections I & II
- * Attempt any 4 questions from Section I
- * Questions from Section I carry equal marks
- * Section II is Compulsory

Section I

Q.1. Define Consumer behaviour? Explain the consumer Purchase decision process. (15)

OR

Explain role of consumer behaviour in marketing.

Q.2. What is Market Segmentation? Explain bases for market segmentation briefly. (15)

OR

Explain various models of consumer behaviour J. N. Sheth model & Nicosia model.

Q.3. What is meant by Consumer Decision making process? Give types of decision making process. (15)

OR

What is meant by Motivation? Explain Maslow's theory of hierarchy in details.

Q. 4. Write short Notes. (Any 3) (15)

- 1) Risk Perception
- 2) Brand Positioning
- 3) Customer Value
- 4) Consumer Delights
- 5) Consumer Satisfaction

Section II

Q.5 Multiple choice Questions (20)

- 1) Some brands of toothpaste, health drinks and detergent make use which power in their advertisement appeals ?
 - a) Referent power
 - b) Legitimate power
 - c) Expert power
 - d) Coercive power

- 2) Which segmentation is based on the assumption that people who live close to one another are likely to have similar financial means taste, preference, lifestyle and consumption habits ?
 - a) Product user segmentation
 - b) Demographic segmentation
 - c) Geographic segmentation
 - d) Counter segmentation

- 3) The members of this social class usually make their purchase decision to show their wealth and status through buying expensive items. Which social class is being referred here ?
 - a) Lower upper
 - b) Middle class
 - c) Upper middle
 - d) Upper upper

- 4) Name the term used to refer to the individual who is among the earlier purchaser of the products.
 - a) Buyer
 - b) Starters
 - c) Innovators
 - d) Prepares

- 5) Product that are manufactured, packed & positioned the same way regardless of the country in which they are sold are know as:
 - a) World brands
 - b) Universal brands
 - c) Undifferential brands
 - d) Global brands

- 6) Large, identifiable group with in a market with similar wants, purchasing power, geographic location buying habits this market is called.
 - a) Target Marketing
 - b) Market Segmentation
 - c) Geographic Segmentation
 - d) Demographic Segmentation

- 7) Government and the society have responsibility to educate people & create awareness about hazards to human being & to society itself is known on -
 - a) Government Decision making
 - b) Social marketing
 - c) Demarketing
 - d) Consumer education

- 8) Buyers behavior by establishing a link between the organization and it's prospective consumer this model is developed by -

- a) Sheth model
 - b) Engel, Blackwell model
 - c) Nocosia model
 - d) Miniard model
- 9) Market are divided into different unit such as nation, states, regions, countries, cities are known as
- a) Demographic segmentation
 - b) Geographic segmentation
 - c) Psychographic segmentation
 - d) Market segmentation
- 10) Market are divided into different unit such as age, sex, income, occupation, education are known as -
- a) Demographic segmentation
 - b) Geographic segmentation
 - c) Psychographic segmentation
 - d) Market segmentation
- 11) According to Maslow's Hierarchy of human needs success, independence, personal satisfaction, Job security are the needs of -
- a) Physiological needs
 - b) Safety needs
 - c) Social needs
 - d) Ego needs
- 12) Market used to valuable the attractiveness of market segments and select one or more segment to enter are called
- a) Geographic segmentations
 - b) Market segmentations
 - c) Target marketing
 - d) Niche marketing
- 13) Art of creating a distinct image for a product in the mind of customers are known as
- a) Product positioning
 - b) Brand positioning
 - c) Target positioning
- 14) When the expected needs of the consumer are met, this process is known as
- a) Consumer value
 - b) Consumer delight
 - c) Consumer satisfaction
 - d) Consumer Retention

- 15) If the performance exceeds the expectations, customer is highly satisfied the process is known as
- Consumer value
 - Consumer delight
 - Consumer satisfaction
 - Consumer Retention
- 16) In processes a person goes through, when purchasing & using product & service including mental & Social processes are called on -
- Consumer behavior
 - Buyers behavior
 - Seller behavior
- 17) Efforts to encourage consumers to stop and reduce the consumption of products and service are known as -
- Social marketing
 - Demarketing
 - Government decision marketing
 - Consumer Education
- 18) When performance exceeds expectations leading to satisfaction & causing positive disconfirmation is -
- Past purchase evaluation
 - Post purchase evaluation
 - Purchase behavior
- 19) Which contemporary model of consumer behavior was developed to explain why the consumers make the choices they do?
- Bettman's Information
 - Sheth Newman – Gross model
 - Engel – Black well model
 - Nicosia model
- 20) Which dimension of the store image measures the quality, selection style & price of the commodities in the stores?
- Physical facilities
 - Service
 - Merchandise
 - Store atmosphere