

Roll No.-----

Paper Code		
3	4	8
(To be filled in the OMR Sheet)		

प्रश्नपुस्तिका क्रमांक
Question Booklet No.

O.M.R. Serial No.

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प्रश्नपुस्तिका सीरीज
Question Booklet Series
B

BBA (Fourth Semester) Examination, July-2022

BBA-401(N)

Consumer Behaviour

Time : 1:30 Hours

Maximum Marks-100

जब तक कहा न जाय, इस प्रश्नपुस्तिका को न खोलें

- K-348**
- निर्देश : —
1. परीक्षार्थी अपने अनुक्रमांक, विषय एवं प्रश्नपुस्तिका की सीरीज का विवरण यथास्थान सही- सही भरें, अन्यथा मूल्यांकन में किसी भी प्रकार की विसंगति की दशा में उसकी जिम्मेदारी स्वयं परीक्षार्थी की होगी।
 2. इस प्रश्नपुस्तिका में 100 प्रश्न हैं, जिनमें से केवल 75 प्रश्नों के उत्तर परीक्षार्थियों द्वारा दिये जाने हैं। प्रत्येक प्रश्न के चार वैकल्पिक उत्तर प्रश्न के नीचे दिये गये हैं। इन चारों में से केवल एक ही उत्तर सही है। जिस उत्तर को आप सही या सबसे उचित समझते हैं, अपने उत्तर पत्रक (O.M.R. ANSWER SHEET) में उसके अक्षर वाले वृत्त को काले या नीले बाल प्वाइंट पेन से पूरा भर दें। यदि किसी परीक्षार्थी द्वारा किसी प्रश्न का एक से अधिक उत्तर दिया जाता है, तो उसे गलत उत्तर माना जायेगा।
 3. प्रत्येक प्रश्न के अंक समान हैं। आप के जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
 4. सभी उत्तर केवल ओ०एम०आर० उत्तर पत्रक (O.M.R. ANSWER SHEET) पर ही दिये जाने हैं। उत्तर पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
 5. ओ०एम०आर० उत्तर पत्रक (O.M.R. ANSWER SHEET) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाय।
 6. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी ओ०एम०आर० शीट उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें।
 7. निगेटिव मार्किंग नहीं है।
- महत्वपूर्ण : — प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्नपुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्ष निरीक्षक को दिखाकर उसी सीरीज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।

Rough Work / रफ कार्य

1. Which one is not the characteristics of services ?
 - (A) Durability
 - (B) Intangibility
 - (C) Inseparability
 - (D) Heterogeneity
2. Which one is not characteristics of a product ?
 - (A) It can be inventoried
 - (B) Can be resold
 - (C) It is intangible
 - (D) Transportable
3. Which one is not part of P's in marketing ?
 - (A) Product
 - (B) Perishable
 - (C) Place
 - (D) Promotion
4. Which one is not related to 4 A's in marketing ?
 - (A) Actionability
 - (B) Acceptability
 - (C) Accessibility
 - (D) Affordability
5. Consumer behavior relates to both the _____ and emotional process of individuals.
 - (A) Mental
 - (B) Personal
 - (C) Action
 - (D) Ecological

6. Checklist questionnaires are not open ended questionnaires-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
7. Which one is not primary data ?
- (A) Data collected through questionnaire
 - (B) Data collected through internet
 - (C) Data collected through Survey
 - (D) Data collected through employees
8. A research report does not include-
- (A) Research methodology
 - (B) Questionnaire used for Survey
 - (C) Tables and graphs
 - (D) Biography of Individual consumer
9. Which one of following is not consumer research tool ?
- (A) Interviews
 - (B) Introspective reflection
 - (C) Interviews
 - (D) Primary data
10. Neutral sources which give opinion about the product are-
- (A) Paid by manufacturer
 - (B) Hired by manufacturer
 - (C) Not paid by manufacturer
 - (D) None of the above

11. The individual responsible for the flow of information is called-
- (A) Initiator
 - (B) Decider
 - (C) Innovator
 - (D) Gatekeeper
12. The last stage of consumer decision making process is_____.
- (A) Evaluation of alternatives
 - (B) Post purchase evaluation
 - (C) Problem recognition
 - (D) Research
13. Which one is not the base for market segmentation ?
- (A) Sales
 - (B) Demographic
 - (C) Geographic
 - (D) Psychographic
14. A consumer can collect information from _____.
- (A) External sources
 - (B) Internal sources
 - (C) None of above
 - (D) All of above
15. _____refers to the information a consumer has stored in his memory about a product or service.
- (A) Cognitive dissonance
 - (B) Product Research
 - (C) Market Research
 - (D) Product knowledge

16. The Price of products and services often influence whether_____ and if so, which competitive offering is selected.
- (A) People would recommend the product
 - (B) Consumers will decide to buy immediately
 - (C) Consumers will purchase them at all
 - (D) Consumer sees the need to buy
17. _____ can influence the consumers thoughts about products.
- (A) Marketing and popularity
 - (B) Bill boards
 - (C) Web designing
 - (D) Advertising, sales promotions, sales people and publicity
18. _____ are factors that have been shown to affect consumer behavior.
- (A) Quality, advertising, product positioning and strategy
 - (B) Advertising, marketing, product & price
 - (C) Outlets, strategies, concept and brand name
 - (D) Brand name, quality, newness and complexity
19. Description such as age, gender, income, or occupation are considered in_____ segmentation.
- (A) Psychographics
 - (B) Physiognomics
 - (C) Demographics
 - (D) Cultural
20. In consumer behavior the issues which influence the consumer before, during and after the purchase is called-
- (A) The exchange theory
 - (B) The consumption process
 - (C) The strategic process
 - (D) The marketing mix

21. Which of the following is not included in the decision-making unit of a buying organization ?
- (A) Individuals who control the buying information
 - (B) Individuals who influence the buying decision
 - (C) Individuals who make the buying decision
 - (D) Individuals who supply the product
22. During which stage of the business buying process is a buyer most likely to conduct value analysis, carefully studying components to determine if they can be redesigned, standardized or made less expensive ?
- (A) Proposal solicitation
 - (B) Performance review
 - (C) General need recognition
 - (D) Product specification
23. Sujoy is going to purchase a bike for him. He is highly involved in the purchase and perceives significant differences among his three favourite models. His next step is most likely to be-
- (A) Market Survey
 - (B) Purchase decision
 - (C) Need recognition
 - (D) Evaluation of alternatives
24. Shivanjali thought that she had received the best deal for her new scooty. Shortly after purchase, she started to notice certain disadvantages in it. She is dissatisfied and recommended negative points to her friends. It is _____.
- (A) Purchase decision
 - (B) Information Evaluation
 - (C) Need recognition
 - (D) Post purchase behavior

25. Our office purchase stationary regularly from supplier. This purchase is-
- (A) New task
 - (B) Modified rebuy
 - (C) Modified straight rebuy
 - (D) Straight rebuy
26. Which one is the first stage of the consumer decision process ?
- (A) Information search
 - (B) Purchase analysis
 - (C) Post purchase behavior
 - (D) Need recognition
27. The retailers and whole sellers buying behavior is classified as-
- (A) Business buying process
 - (B) Individual buying process
 - (C) Individual buying behavior
 - (D) Business buying behavior
28. _____ is a group who has formal authority of supplier selection in Industrial buying process.
- (A) User
 - (B) Influencer
 - (C) Buyer
 - (D) Observer
29. _____ motives are considered as food, water, sleep and sex in Maslow's need hierarchy.
- (A) Belongingness
 - (B) Safety
 - (C) Security
 - (D) Physiological

30. According to Freud, following is considered as our conscious self ?
- (A) The id
 - (B) The ego
 - (C) The super ego
 - (D) None of above
31. Which one is not associated with Maslow's hierarchy theory ?
- (A) Physiological
 - (B) Safety
 - (C) Belongingness
 - (D) Economic
32. A person's _____ comprises internal factors, such as ability, intelligence and personality, and will determine how an individual responds to certain stimuli.
- (A) Sensory limit
 - (B) Cognitive set
 - (C) Physiological aspect
 - (D) Perpetual set
33. Ajeya has collected data from some government website for analyzing consumer behavior. This is _____ data.
- (A) Primary
 - (B) Secondary
 - (C) Holistic
 - (D) Conservative
34. Which one is not considered as social factor in consumer behavior ?
- (A) Reference group
 - (B) Family
 - (C) Roles and status
 - (D) Economic situation

35. Which four factors considered as influencer in consumer buying behavior ?
- (A) CRM, Social, Economical, Psychological
 - (B) Cultural, Psychological, Organizational, Personal
 - (C) Influencer, Innovator, personal, physiological
 - (D) Social, cultural, personal, psychological
36. Esteem needs factors influencing individual behavior-
- (A) Safety, security
 - (B) Food, water, shelter
 - (C) Prestige, Feeling of accomplishment
 - (D) Achieving one's full potential
37. Awareness→Information processing→Evaluation→Purchase decision- Outcome analysis is associated with-
- (A) Engel Kollat - Black well (EKB) model of consumer behavior
 - (B) Economic model of consumer behavior
 - (C) Black Box model of consumer behavior
 - (D) Sociological Model of consumer behavior
38. The_____ model places emphasis on business first and consumer second.
- (A) Howard Sheth model of buying behavior
 - (B) Nicosia model of buying behavior
 - (C) Webster and Wind model of buying behavior
 - (D) Sociological model of consumer buying behavior
39. Which one is not associated with Howard Sheth model of consumer buying behavior ?
- (A) Extensive problem solving
 - (B) Post purchase
 - (C) Limited problem solving
 - (D) Habitual response behavior

40. An individual will essentially purchase items based on what is appropriate of the group they are associated with, is-
- (A) Economic model of consumer behavior
 - (B) Psychoanalytical model of consumer behavior
 - (C) Howard & Sheth model of consumer behavior
 - (D) Sociological model of consumer behavior
41. Which one is not associated with perpetual process ?
- (A) Identification
 - (B) Exposure
 - (C) Attention
 - (D) Interpretation
42. “Maslow’s hierarchy of Need” includes_____.
- (A) Physiological needs
 - (B) Economical needs
 - (C) Super ego
 - (D) Ego needs
43. How many stages are there in the general purchase decision process ?
- (A) Five
 - (B) Eight
 - (C) Nine
 - (D) Three
44. _____ is nothing but willingness of consumers to purchase products or services as per their taste, need and of course pocket.
- (A) Consumer interest
 - (B) Consumer attitude
 - (C) Consumer perception
 - (D) Consumer behavior

45. _____ refers to how an individual perceives a particular message.
- (A) Consumer attitude
 - (B) Consumer interest
 - (C) Consumer behavior
 - (D) Consumer interpretation
46. In terms of consumer behavior, culture social class and reference group influences have been related to purchase and _____.
- (A) Physiological influences
 - (B) Situational influences
 - (C) Economic situations
 - (D) Consumption decisions
47. Which one of following is developed on basis of wealth, skills and power?
- (A) Social classes
 - (B) Competitors
 - (C) Psychographic classes
 - (D) Purchasing communities
48. Marketing managers should adapt the marketing mix to _____ and constantly monitor value changes and differences in both domestic and global markets.
- (A) Brand images
 - (B) Cultural values
 - (C) Marketing strategies
 - (D) Sales strategies

49. Which of the following is the most valuable piece of information for determining the social class of your best friend's parents ?
- (A) Their ethnic background
 - (B) Their education standard
 - (C) Their occupations
 - (D) Their family size
50. _____ is individuals and households who buy goods and services for personal consumption.
- (A) The consumer market
 - (B) The ethnographic market
 - (C) A market segment
 - (D) The target market
51. Sanjay purchased a Jeans for Sohan. Sohan is _____.
- (A) Customer
 - (B) Purchaser
 - (C) Consumer
 - (D) Buyer
52. Sanjay's father discourages him to purchase a flat just because he is interested to purchase it only after seeing advertisement Sanjay's father act as-
- (A) Purchaser
 - (B) Consumer
 - (C) Influencer
 - (D) Customer
53. _____ buy the products and services in bulk.
- (A) Individual consumer
 - (B) Industrial consumer
 - (C) Small retailer
 - (D) Service provider

54. Quick machinery emphasize on five services free of cost. This relates to_____.
- (A) Product orientation
 - (B) Customer orientation
 - (C) After sales service orientation
 - (D) Service orientation
55. Peter is satisfied with the hair dye. He recommends it to Salina. This is_____.
- (A) Advertising
 - (B) Promotion
 - (C) Word of mouth marketing
 - (D) Sales
56. For an organization attracting a new consumer is beneficial than retaining existing consumer-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
57. Consumer satisfaction helps in standing out in crowd-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
58. More sale of a product in market is always associated with customer satisfaction-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these

59. As a customer railway is considered as _____ buyer.
- (A) Industrial
 - (B) Individual
 - (C) Cooperative
 - (D) Government
60. Technical specifications of a product play a vital role in-
- (A) Consumer to Business
 - (B) Consumer to Consumer
 - (C) Business to Business
 - (D) Business to Consumer
61. Installation of building infrastructure is considered as _____ industrial product.
- (A) Material and part
 - (B) Utilities
 - (C) Supplies and services
 - (D) Capital items
62. _____ is an example of financial exchange process organization.
- (A) Railways
 - (B) IDBI
 - (C) Trust
 - (D) School
63. There is more fluctuation in business to business rather than Business to consumer-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these

64. In data analysis, the responses are converted into _____ then tabulated and analysed with help of computer.
- (A) Reasoning Ability
 - (B) Mental Ability
 - (C) Numerical Scores
 - (D) Tables
65. Hindi newspaper publisher adopts the _____ strategy.
- (A) Social segmentation
 - (B) Cultural segmentation
 - (C) Individual segmentation
 - (D) Geographical segmentation
66. Deodorant companies segment the market on basis of _____.
- (A) Demographic
 - (B) Social
 - (C) Business
 - (D) Geographical
67. Supplier selection is during definition stage of Industrial buying decision making process-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
68. Sujoy is satisfied with LIC and wish to purchase its new scheme for his children. It is _____.
- (A) Brand stick ness
 - (B) Brand loyalty
 - (C) Brand likelihood
 - (D) Brand Buster

69. Procedures are part of _____ influencing factors of Industrial Buying Behavior.
- (A) Organizational
 - (B) Business environment
 - (C) Interpersonal
 - (D) Individual
70. Brand loyalty plays a vital role in Industrial purchase process-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
71. In product adoption category late majority customers are less price conscious than innovator-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
72. Usage rate of note books for students do not influence their product loyalty-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
73. Consumers are interested only in product consumption and not in motive satisfaction through product use-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these

74. Need hierarchy theory is associated with-
- (A) Sigmund Freud
 - (B) Abraham Maslow
 - (C) Phillip Kotler
 - (D) Stephen Robbins
75. Family plays the role of comparative influencer in purchase behavior-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
76. Persons in a clique act as innovator for other groups-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
77. A doctor who prescribe morning walk and balanced diet to the patient is a-
- (A) Innovator
 - (B) Reference group
 - (C) Opinion leader
 - (D) Aspirational
78. According to Freud, a considerable size of the human mind can be unconsciously motivated-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these

79. Risk attitude is part of _____ influencing buying behavior in Industrial buying behavior.
- (A) Business Environment
 - (B) Organizational
 - (C) Interpersonal
 - (D) Individual
80. Product compatibility with Individual need dissatisfy the customer-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
81. Measuring customer satisfaction do not helps the organization to identify the efficiency of its business strategies-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
82. Identify the social needs of the employees is not associated with consumer behavior-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
83. Which one is not the customer satisfaction metric ?
- (A) Website navigation
 - (B) Brand loyalty
 - (C) Distribution
 - (D) Shopping experience

84. Which one is not the benefit of customer satisfaction Surveys ?
- (A) High response rate
 - (B) User friendly design
 - (C) Easy progress analysis process
 - (D) Effective Production process
85. Which one is associated with empty nest in family life cycle in consumer behavior?
- (A) Young singles
 - (B) Young married with no children
 - (C) Old parents with independent children
 - (D) Old parents with dependent children
86. Two or more unrelated persons sharing same house are called _____.
- (A) Family house-hold
 - (B) Non family house-hold
 - (C) Nuclear family
 - (D) Joint family
87. Which role is not played by the family in consumer behavior ?
- (A) Producer
 - (B) Influencer
 - (C) Disposer
 - (D) Maintainer
88. Out of following in which purchase husband/male plays a dominant role-
- (A) Grossary
 - (B) Fridge
 - (C) Television
 - (D) Car

89. Perception is an intellectual process of transforming sensory stimuli to unmeaningful information-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
90. Instrumental learning theory is associated with-
- (A) Repetitive exposure
 - (B) Pairing with other stimulus
 - (C) Trail & Error
 - (D) Search information
91. Consumer attitude does not comprise of feelings, beliefs and behavioural intentions-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
92. Which one is not function of attitude ?
- (A) Adjustment
 - (B) Ego defensive
 - (C) Value expression
 - (D) Economic benefit
93. A college student is no need to buy a smart watch but he purchases it to be part a group to be accepted by them. It is considered as-
- (A) Reference group
 - (B) Influencer
 - (C) Initiator
 - (D) Decider

94. A CEO book a five star hotel for celebrating his birthday. It is considered as-
- (A) Social status
 - (B) Family status
 - (C) Initiator
 - (D) Decider
95. Which one is not nature of personality ?
- (A) Personality cannot change
 - (B) Personality reflects individual difference
 - (C) Personality can change
 - (D) Personality is consistent and enduring
96. Freudian theory is associated with _____.
- (A) Need hierarchy
 - (B) Personality
 - (C) Marketing
 - (D) Culture
97. Consumer behavior refers to the actions and decision processes of people who purchase goods and services for others consumption-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
98. Which one is not the importance of consumer behavior ?
- (A) Competition
 - (B) Innovated products
 - (C) Improved customer services
 - (D) Employee motivation

99. Close ended questionnaire is related with-
- (A) Quantative research
 - (B) Qualitative research
 - (C) Ambiguous statement
 - (D) None of these
100. Case studies are associated with-
- (A) Qualitative research
 - (B) Quantitative research
 - (C) Ambiguous statement
 - (D) None of these

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