

Roll No.-----

**Paper Code**

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(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

**C**

## 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. \_\_\_\_\_ 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
2. 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
3. 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
4. Which one of following is developed on basis of wealth, skills and power?
  - (A) Social classes
  - (B) Competitors
  - (C) Psychographic classes
  - (D) Purchasing communities

5. 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
6. \_\_\_\_\_ refers to how an individual perceives a particular message.
- (A) Consumer attitude
  - (B) Consumer interest
  - (C) Consumer behavior
  - (D) Consumer interpretation
7. \_\_\_\_\_ 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
8. How many stages are there in the general purchase decision process ?
- (A) Five
  - (B) Eight
  - (C) Nine
  - (D) Three
9. “Maslow’s hierarchy of Need” includes \_\_\_\_\_.
- (A) Physiological needs
  - (B) Economical needs
  - (C) Super ego
  - (D) Ego needs

10. Which one is not associated with perpetual process ?
- (A) Identification
  - (B) Exposure
  - (C) Attention
  - (D) Interpretation
11. 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
12. 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
13. 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
14. 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

15. Esteem needs factors influencing individual behavior-
- (A) Safety, security
  - (B) Food, water, shelter
  - (C) Prestige, Feeling of accomplishment
  - (D) Achieving one's full potential
16. 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
17. Which one is not considered as social factor in consumer behavior ?
- (A) Reference group
  - (B) Family
  - (C) Roles and status
  - (D) Economic situation
18. Ajeya has collected data from some government website for analyzing consumer behavior. This is\_\_\_\_\_ data.
- (A) Primary
  - (B) Secondary
  - (C) Holistic
  - (D) Conservative
19. 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

20. Which one is not associated with Maslow's hierarchy theory ?
- (A) Physiological
  - (B) Safety
  - (C) Belongingness
  - (D) Economic
21. According to Freud, following is considered as our conscious self ?
- (A) The id
  - (B) The ego
  - (C) The super ego
  - (D) None of above
22. \_\_\_\_\_ motives are considered as food, water, sleep and sex in Maslow's need hierarchy.
- (A) Belongingness
  - (B) Safety
  - (C) Security
  - (D) Physiological
23. \_\_\_\_\_ is a group who has formal authority of supplier selection in Industrial buying process.
- (A) User
  - (B) Influencer
  - (C) Buyer
  - (D) Observer
24. 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

25. Which one is the first stage of the consumer decision process ?
- (A) Information search
  - (B) Purchase analysis
  - (C) Post purchase behavior
  - (D) Need recognition
26. Our office purchase stationary regularly from supplier. This purchase is-
- (A) New task
  - (B) Modified rebuy
  - (C) Modified straight rebuy
  - (D) Straight rebuy
27. 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
28. 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



29. 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
30. 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
31. 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
32. Description such as age, gender, income, or occupation are considered in\_\_\_\_\_ segmentation.
- (A) Psychographics
  - (B) Physiognomics
  - (C) Demographics
  - (D) Cultural

33. \_\_\_\_\_ 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
34. \_\_\_\_\_ 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
35. 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
36. \_\_\_\_\_ 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
37. A consumer can collect information from \_\_\_\_\_.
- (A) External sources
  - (B) Internal sources
  - (C) None of above
  - (D) All of above

38. Which one is not the base for market segmentation ?
- (A) Sales
  - (B) Demographic
  - (C) Geographic
  - (D) Psychographic
39. The last stage of consumer decision making process is\_\_\_\_\_.
- (A) Evaluation of alternatives
  - (B) Post purchase evaluation
  - (C) Problem recognition
  - (D) Research
40. The individual responsible for the flow of information is called-
- (A) Initiator
  - (B) Decider
  - (C) Innovator
  - (D) Gatekeeper
41. 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
42. Which one of following is not consumer research tool ?
- (A) Interviews
  - (B) Introspective reflection
  - (C) Interviews
  - (D) Primary data

43. A research report does not include-
- (A) Research methodology
  - (B) Questionnaire used for Survey
  - (C) Tables and graphs
  - (D) Biography of Individual consumer
44. 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
45. Checklist questionnaires are not open ended questionnaires-
- (A) True
  - (B) False
  - (C) Ambiguous statement
  - (D) None of these
46. Consumer behavior relates to both the \_\_\_\_\_ and emotional process of individuals.
- (A) Mental
  - (B) Personal
  - (C) Action
  - (D) Ecological
47. Which one is not related to 4 A's in marketing ?
- (A) Actionability
  - (B) Acceptability
  - (C) Accessibility
  - (D) Affordability

48. Which one is not part of P's in marketing ?
- (A) Product
  - (B) Perishable
  - (C) Place
  - (D) Promotion
49. Which one is not characteristics of a product ?
- (A) It can be inventoried
  - (B) Can be resold
  - (C) It is intangible
  - (D) Transportable
50. Which one is not the characteristics of services ?
- (A) Durability
  - (B) Intangibility
  - (C) Inseparability
  - (D) Heterogeneity
51. Case studies are associated with-
- (A) Qualitative research
  - (B) Quantitative research
  - (C) Ambiguous statement
  - (D) None of these
52. Close ended questionnaire is related with-
- (A) Quantative research
  - (B) Qualitative research
  - (C) Ambiguous statement
  - (D) None of these

53. Which one is not the importance of consumer behavior ?
- (A) Competition
  - (B) Innovated products
  - (C) Improved customer services
  - (D) Employee motivation
54. 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
55. Freudian theory is associated with \_\_\_\_\_.
- (A) Need hierarchy
  - (B) Personality
  - (C) Marketing
  - (D) Culture
56. 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
57. 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

58. 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
59. Which one is not function of attitude ?
- (A) Adjustment
  - (B) Ego defensive
  - (C) Value expression
  - (D) Economic benefit
60. Consumer attitude does not comprise of feelings, beliefs and behavioural intentions-
- (A) True
  - (B) False
  - (C) Ambiguous statement
  - (D) None of these
61. Instrumental learning theory is associated with-
- (A) Repetitive exposure
  - (B) Pairing with other stimulus
  - (C) Trail & Error
  - (D) Search information
62. Perception is an intellectual process of transforming sensory stimuli to unmeaningful information-
- (A) True
  - (B) False
  - (C) Ambiguous statement
  - (D) None of these

63. Out of following in which purchase husband/male plays a dominant role-
- (A) Grossary
  - (B) Fridge
  - (C) Television
  - (D) Car
64. Which role is not played by the family in consumer behavior ?
- (A) Producer
  - (B) Influencer
  - (C) Disposer
  - (D) Maintainer
65. 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
66. 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
67. 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



68. Which one is not the customer satisfaction metric ?
- (A) Website navigation
  - (B) Brand loyalty
  - (C) Distribution
  - (D) Shopping experience
69. Identify the social needs of the employees is not associated with consumer behavior-
- (A) True
  - (B) False
  - (C) Ambiguous statement
  - (D) None of these
70. 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
71. Product compatibility with Individual need dissatisfy the customer-
- (A) True
  - (B) False
  - (C) Ambiguous statement
  - (D) None of these
72. Risk attitude is part of \_\_\_\_\_ influencing buying behavior in Industrial buying behavior.
- (A) Business Environment
  - (B) Organizational
  - (C) Interpersonal
  - (D) Individual

73. 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
74. A doctor who prescribe morning walk and balanced diet to the patient is a-
- (A) Innovator
  - (B) Reference group
  - (C) Opinion leader
  - (D) Aspirational
75. Persons in a clique act as innovator for other groups-
- (A) True
  - (B) False
  - (C) Ambiguous statement
  - (D) None of these
76. Family plays the role of comparative influencer in purchase behavior-
- (A) True
  - (B) False
  - (C) Ambiguous statement
  - (D) None of these
77. Need hierarchy theory is associated with-
- (A) Sigmund Freud
  - (B) Abraham Maslow
  - (C) Phillip Kotler
  - (D) Stephen Robbins

78. 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
79. Usage rate of note books for students do not influence their product loyalty-
- (A) True
  - (B) False
  - (C) Ambiguous statement
  - (D) None of these
80. In product adoption category late majority customers are less price conscious than innovator-
- (A) True
  - (B) False
  - (C) Ambiguous statement
  - (D) None of these
81. Brand loyalty plays a vital role in Industrial purchase process-
- (A) True
  - (B) False
  - (C) Ambiguous statement
  - (D) None of these
82. Procedures are part of \_\_\_\_\_ influencing factors of Industrial Buying Behavior.
- (A) Organizational
  - (B) Business environment
  - (C) Interpersonal
  - (D) Individual

83. 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
84. Supplier selection is during definition stage of Industrial buying decision making process-  
(A) True  
(B) False  
(C) Ambiguous statement  
(D) None of these
85. Deodrant companies segment the market on basis of \_\_\_\_\_.  
(A) Demographic  
(B) Social  
(C) Business  
(D) Geographical
86. Hindi newspaper publisher adopts the \_\_\_\_\_ strategy.  
(A) Social segmentation  
(B) Cultural segmentation  
(C) Individual segmentation  
(D) Geographical segmentation
87. 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

88. There is more fluctuation in business to business rather than Business to consumer-
- (A) True
  - (B) False
  - (C) Ambiguous statement
  - (D) None of these
89. \_\_\_\_\_ is an example of financial exchange process organization.
- (A) Railways
  - (B) IDBI
  - (C) Trust
  - (D) School
90. Installation of building infrastructure is considered as \_\_\_\_\_ industrial product.
- (A) Material and part
  - (B) Utilities
  - (C) Supplies and services
  - (D) Capital items
91. 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
92. As a customer railway is considered as \_\_\_\_\_ buyer.
- (A) Industrial
  - (B) Individual
  - (C) Cooperative
  - (D) Government

93. More sale of a product in market is always associated with customer satisfaction-
- (A) True
  - (B) False
  - (C) Ambiguous statement
  - (D) None of these
94. Consumer satisfaction helps in standing out in crowd-
- (A) True
  - (B) False
  - (C) Ambiguous statement
  - (D) None of these
95. For an organization attracting a new consumer is beneficial than retaining existing consumer-
- (A) True
  - (B) False
  - (C) Ambiguous statement
  - (D) None of these
96. 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
97. 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

98. \_\_\_\_\_ buy the products and services in bulk.
- (A) Individual consumer
  - (B) Industrial consumer
  - (C) Small retailer
  - (D) Service provider
99. 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
100. Sanjay purchased a Jeans for Sohan. Sohan is\_\_\_\_\_.
- (A) Customer
  - (B) Purchaser
  - (C) Consumer
  - (D) Buyer

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1. Examinee should enter his / her roll number, subject and Question Booklet Series correctly in the O.M.R. sheet, the examinee will be responsible for the error he / she has made.
  2. **This Question Booklet contains 100 questions, out of which only 75 Question are to be Answered by the examinee. Every question has 4 options and only one of them is correct. The answer which seems correct to you, darken that option number in your Answer Booklet (O.M.R ANSWER SHEET) completely with black or blue ball point pen. If any examinee will mark more than one answer of a particular question, then the answer will be marked as wrong.**
  3. Every question has same marks. Every question you attempt correctly, marks will be given according to that.
  4. Every answer should be marked only on Answer Booklet (O.M.R ANSWER SHEET). Answer marked anywhere else other than the determined place will not be considered valid.
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