

Roll No.-----

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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

D

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. Case studies are associated with-
 - (A) Qualitative research
 - (B) Quantitative research
 - (C) Ambiguous statement
 - (D) None of these
2. Close ended questionnaire is related with-
 - (A) Quantative research
 - (B) Qualitative research
 - (C) Ambiguous statement
 - (D) None of these
3. Which one is not the importance of consumer behavior ?
 - (A) Competition
 - (B) Innovated products
 - (C) Improved customer services
 - (D) Employee motivation
4. 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
5. Freudian theory is associated with _____.
 - (A) Need hierarchy
 - (B) Personality
 - (C) Marketing
 - (D) Culture

6. 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
7. 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
8. 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
9. Which one is not function of attitude ?
- (A) Adjustment
 - (B) Ego defensive
 - (C) Value expression
 - (D) Economic benefit
10. Consumer attitude does not comprise of feelings, beliefs and behavioural intentions-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these

11. Instrumental learning theory is associated with-
- (A) Repetitive exposure
 - (B) Pairing with other stimulus
 - (C) Trail & Error
 - (D) Search information
12. Perception is an intellectual process of transforming sensory stimuli to unmeaningful information-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
13. Out of following in which purchase husband/male plays a dominant role-
- (A) Grossary
 - (B) Fridge
 - (C) Television
 - (D) Car
14. Which role is not played by the family in consumer behavior ?
- (A) Producer
 - (B) Influencer
 - (C) Disposer
 - (D) Maintainer
15. 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

16. 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
17. 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
18. Which one is not the customer satisfaction metric ?
- (A) Website navigation
 - (B) Brand loyalty
 - (C) Distribution
 - (D) Shopping experience
19. Identify the social needs of the employees is not associated with consumer behavior-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
20. 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

21. Product compatibility with Individual need dissatisfy the customer-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
22. Risk attitude is part of _____ influencing buying behavior in Industrial buying behavior.
- (A) Business Environment
 - (B) Organizational
 - (C) Interpersonal
 - (D) Individual
23. 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
24. A doctor who prescribe morning walk and balanced diet to the patient is a-
- (A) Innovator
 - (B) Reference group
 - (C) Opinion leader
 - (D) Aspirational
25. Persons in a clique act as innovator for other groups-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these

26. Family plays the role of comparative influencer in purchase behavior-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
27. Need hierarchy theory is associated with-
- (A) Sigmund Freud
 - (B) Abraham Maslow
 - (C) Phillip Kotler
 - (D) Stephen Robbins
28. 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
29. Usage rate of note books for students do not influence their product loyalty-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
30. In product adoption category late majority customers are less price conscious than innovator-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these

31. Brand loyalty plays a vital role in Industrial purchase process-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
32. Procedures are part of _____ influencing factors of Industrial Buying Behavior.
- (A) Organizational
 - (B) Business environment
 - (C) Interpersonal
 - (D) Individual
33. 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
34. Supplier selection is during definition stage of Industrial buying decision making process-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
35. Deodrant companies segment the market on basis of _____.
- (A) Demographic
 - (B) Social
 - (C) Business
 - (D) Geographical

36. Hindi newspaper publisher adopts the _____ strategy.
- (A) Social segmentation
 - (B) Cultural segmentation
 - (C) Individual segmentation
 - (D) Geographical segmentation
37. 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
38. There is more fluctuation in business to business rather than Business to consumer-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
39. _____ is an example of financial exchange process organization.
- (A) Railways
 - (B) IDBI
 - (C) Trust
 - (D) School
40. Installation of building infrastructure is considered as _____ industrial product.
- (A) Material and part
 - (B) Utilities
 - (C) Supplies and services
 - (D) Capital items

41. 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
42. As a customer railway is considered as _____ buyer.
- (A) Industrial
 - (B) Individual
 - (C) Cooperative
 - (D) Government
43. More sale of a product in market is always associated with customer satisfaction-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
44. Consumer satisfaction helps in standing out in crowd-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
45. For an organization attracting a new consumer is beneficial than retaining existing consumer-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these

46. 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
47. 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
48. _____ buy the products and services in bulk.
- (A) Individual consumer
 - (B) Industrial consumer
 - (C) Small retailer
 - (D) Service provider
49. 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
50. Sanjay purchased a Jeans for Sohan. Sohan is_____.
- (A) Customer
 - (B) Purchaser
 - (C) Consumer
 - (D) Buyer

51. _____ 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
52. 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
53. 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
54. Which one of following is developed on basis of wealth, skills and power?
- (A) Social classes
 - (B) Competitors
 - (C) Psychographic classes
 - (D) Purchasing communities

55. 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
56. _____ refers to how an individual perceives a particular message.
(A) Consumer attitude
(B) Consumer interest
(C) Consumer behavior
(D) Consumer interpretation
57. _____ 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
58. How many stages are there in the general purchase decision process ?
(A) Five
(B) Eight
(C) Nine
(D) Three
59. "Maslow's hierarchy of Need" includes _____.
(A) Physiological needs
(B) Economical needs
(C) Super ego
(D) Ego needs

60. Which one is not associated with perpetual process ?
- (A) Identification
 - (B) Exposure
 - (C) Attention
 - (D) Interpretation
61. 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
62. 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
63. 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
64. 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

65. Esteem needs factors influencing individual behavior-
- (A) Safety, security
 - (B) Food, water, shelter
 - (C) Prestige, Feeling of accomplishment
 - (D) Achieving one's full potential
66. 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
67. Which one is not considered as social factor in consumer behavior ?
- (A) Reference group
 - (B) Family
 - (C) Roles and status
 - (D) Economic situation
68. Ajeya has collected data from some government website for analyzing consumer behavior. This is_____ data.
- (A) Primary
 - (B) Secondary
 - (C) Holistic
 - (D) Conservative
69. 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

70. Which one is not associated with Maslow's hierarchy theory ?
- (A) Physiological
 - (B) Safety
 - (C) Belongingness
 - (D) Economic
71. According to Freud, following is considered as our conscious self ?
- (A) The id
 - (B) The ego
 - (C) The super ego
 - (D) None of above
72. _____ motives are considered as food, water, sleep and sex in Maslow's need hierarchy.
- (A) Belongingness
 - (B) Safety
 - (C) Security
 - (D) Physiological
73. _____ is a group who has formal authority of supplier selection in Industrial buying process.
- (A) User
 - (B) Influencer
 - (C) Buyer
 - (D) Observer
74. 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

75. Which one is the first stage of the consumer decision process ?
- (A) Information search
 - (B) Purchase analysis
 - (C) Post purchase behavior
 - (D) Need recognition
76. Our office purchase stationary regularly from supplier. This purchase is-
- (A) New task
 - (B) Modified rebuy
 - (C) Modified straight rebuy
 - (D) Straight rebuy
77. 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
78. 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

79. 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
80. 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
81. 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
82. Description such as age, gender, income, or occupation are considered in_____ segmentation.
- (A) Psychographics
 - (B) Physiognomics
 - (C) Demographics
 - (D) Cultural

83. _____ 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
84. _____ 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
85. 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
86. _____ 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
87. A consumer can collect information from _____.
- (A) External sources
 - (B) Internal sources
 - (C) None of above
 - (D) All of above

88. Which one is not the base for market segmentation ?
- (A) Sales
 - (B) Demographic
 - (C) Geographic
 - (D) Psychographic
89. The last stage of consumer decision making process is_____.
- (A) Evaluation of alternatives
 - (B) Post purchase evaluation
 - (C) Problem recognition
 - (D) Research
90. The individual responsible for the flow of information is called-
- (A) Initiator
 - (B) Decider
 - (C) Innovator
 - (D) Gatekeeper
91. 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
92. Which one of following is not consumer research tool ?
- (A) Interviews
 - (B) Introspective reflection
 - (C) Interviews
 - (D) Primary data

93. A research report does not include-
- (A) Research methodology
 - (B) Questionnaire used for Survey
 - (C) Tables and graphs
 - (D) Biography of Individual consumer
94. 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
95. Checklist questionnaires are not open ended questionnaires-
- (A) True
 - (B) False
 - (C) Ambiguous statement
 - (D) None of these
96. Consumer behavior relates to both the _____ and emotional process of individuals.
- (A) Mental
 - (B) Personal
 - (C) Action
 - (D) Ecological
97. Which one is not related to 4 A's in marketing ?
- (A) Actionability
 - (B) Acceptability
 - (C) Accessibility
 - (D) Affordability

98. Which one is not part of P's in marketing ?
- (A) Product
 - (B) Perishable
 - (C) Place
 - (D) Promotion
99. Which one is not characteristics of a product ?
- (A) It can be inventoried
 - (B) Can be resold
 - (C) It is intangible
 - (D) Transportable
100. Which one is not the characteristics of services ?
- (A) Durability
 - (B) Intangibility
 - (C) Inseparability
 - (D) Heterogeneity

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