

Roll No. ....

Question Booklet Number

O. M. R. Serial No.

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Question Booklet Number
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## B. B. A. (Fourth Semester) EXAMINATION, 2022-23

### CONSUMER BEHAVIOUR

Paper Code						
B	B	A	4	0	1	N

Questions Booklet Series
<b>A</b>

Time : 1:30 Hours ]

[ Maximum Marks : 75

#### Instructions to the Examinee :

परीक्षार्थियों के लिए निर्देश :

1. Do not open the booklet unless you are asked to do so.
  2. The booklet contains 100 questions. Examinee is required to answer 75 questions in the OMR Answer-Sheet provided and not in the question booklet. All questions carry equal marks.
  3. Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be got immediately replaced.
1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
  2. प्रश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को 75 प्रश्नों को केवल दी गई OMR आन्सर-शीट पर ही हल करना है, प्रश्न-पुस्तिका पर नहीं। सभी प्रश्नों के अंक समान हैं।
  3. प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR आन्सर-शीट को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका जिसमें कुछ भाग छपने से छूट गए हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, तो उसे तुरन्त बदल लें।

(Remaining instructions on the last page)

(शेष निर्देश अन्तिम पृष्ठ पर)

***(Only for Rough Work)***

1. Study of consumer behaviour is essential for :
  - (A) investor
  - (B) financier
  - (C) distributor
  - (D) marketer
2. Which factor is considered for knowing consumer's need and want ?
  - (A) Cultural
  - (B) Social
  - (C) Demographical
  - (D) All of the above
3. Study of benefits that a customer hold is a :
  - (A) cultural factor
  - (B) demographical factor
  - (C) Social factor
  - (D) None of the above
4. Love, Care and Belongingness are necessary for shaping :
  - (A) consumers social make up
  - (B) consumers cultural make up
  - (C) consumers psychological make up
  - (D) All of the above
5. Sensory reception and giving a meaning helps in decision-making by :
  - (A) Perception
  - (B) Motivation
  - (C) Learning
  - (D) Adaptation
6. Selective attention, Retention and Distortion shapes consumer :
  - (A) Attitude
  - (B) Beliefs
  - (C) Motivation
  - (D) Perception
7. Behaviour is a outcome of response against the :
  - (A) Stimuli received
  - (B) Cognition
  - (C) Consciousness
  - (D) Perception
8. Stimulus, cue drive and reinforcement are helpful in :
  - (A) Perception
  - (B) Motivation
  - (C) Learning
  - (D) None of the above

9. Social class in the society is framed by :
- (A) Income
  - (B) Occupation
  - (C) Age and Profession
  - (D) All of the above
10. Smallest unit in society which a marketer must know is :
- (A) Family
  - (B) Community
  - (C) Social groups
  - (D) None of the above
11. Role of a person who inspire other person to purchase is called :
- (A) Decider
  - (B) Purchaser
  - (C) Influencer
  - (D) Initiator
12. A person personality is exhibited by his :
- (A) Activities
  - (B) Interest
  - (C) Opinions
  - (D) All of the above
13. Which is the first step in consumer decision-making process ?
- (A) Need recognition
  - (B) Information search
  - (C) Brand and shop search
  - (D) Evaluation of alternatives
14. Medium of Transmission in Marketing Communication is :
- (A) Message
  - (B) Media
  - (C) Content in Advertising
  - (D) None of the above
15. A consumer forms attitude according to :
- (A) Marketers promise
  - (B) Past experience
  - (C) Reference group
  - (D) All of the above
16. Which is a kind of Reference group in society ?
- (A) Membership
  - (B) Avoidance
  - (C) Disclaimer
  - (D) All of the above

17. All the consumer behaviour models are based on :
- (A) economic necessities
  - (B) social necessities
  - (C) psychological necessities
  - (D) All of the above
18. Which kind of decision-making is exhibited in low involvement product purchase ?
- (A) Routine
  - (B) Variety
  - (C) Problem reducing
  - (D) All of the above
19. Outsought purchase decision is called :
- (A) Habitual purchase
  - (B) Routine purchase
  - (C) Dissonance reducing purchase
  - (D) Problem reducing purchase
20. ....guide customer attention in learning about offerings.
- (A) Drive
  - (B) Cues
  - (C) Information
  - (D) Reinforcement
21. Emotional predisposition to respond towards marketers offering is called :
- (A) Motivation
  - (B) Learning
  - (C) Attitudes
  - (D) None of the above
22. Generalization and Perception are necessary for framing :
- (A) Belief
  - (B) Assurance
  - (C) Credence
  - (D) All of the above
23. Consumer shows different attitudes towards same object due to :
- (A) Perception
  - (B) Learning
  - (C) Motivation
  - (D) None of the above
24. A consumer exhibit which kind of purchasing while purchasing toilet soap :
- (A) convenience
  - (B) speciality
  - (C) shopping
  - (D) None of the above

25. Who sows the seed in customer mind to buy is called :
- (A) Decider
  - (B) Initiator
  - (C) Influencer
  - (D) Buyer
26. A customer buy a product based on obtaining maximum utilities at a given price is :
- (A) Economic perspective
  - (B) Cognitive perspective
  - (C) Passive perspective
  - (D) None of the above
27. For selecting a product for purchasing consumer choose which way :
- (A) affective based
  - (B) attitude based
  - (C) attribute based
  - (D) All of the above
28. A stimulus that enhance the chance of eliciting a response is known as :
- (A) drive
  - (B) cue
  - (C) Both (A) and (B)
  - (D) None of the above
29. Which theory of learning is based on S-R model ?
- (A) Conditioning theory
  - (B) Cognitive theory
  - (C) Social learning theory
  - (D) None of the above
30. Conditioning theory of learning is :
- (A) classical
  - (B) operant
  - (C) Both (A) and (B)
  - (D) None of the above
31. Operant learning is determined by :
- (A) consequences
  - (B) trial and error
  - (C) instrumental
  - (D) None of the above

32. Cognitive theory of learning is exhibited by :
- (A) S-R approach
  - (B) R-S approach
  - (C) S-S approach
  - (D) None of the above
33. Which is a function of attitude in exchange behaviour ?
- (A) utilitarian
  - (B) value expressive
  - (C) ego defensive
  - (D) All of the above
34. In society culture is :
- (A) Learned
  - (B) Shared
  - (C) Interrelated
  - (D) All of the above
35. Normative part of culture is learned by :
- (A) Ethics
  - (B) Morals
  - (C) Code of Conduct
  - (D) All of the above
36. Within the culture or subculture is framed based on :
- (A) Geographic region
  - (B) Beliefs
  - (C) Language or Economic status
  - (D) All of the above
37. Class based market segment are made by marketer due to :
- (A) heritage class
  - (B) social class
  - (C) utilitarian class
  - (D) value choice class
38. Social factors includes :
- (A) Family
  - (B) Reference groups
  - (C) Opinion leaders
  - (D) All of the above
39. Sub-culture includes :
- (A) religious groups
  - (B) geographic regions
  - (C) nationalities
  - (D) All of the above

40. Peoples in the society who exerts influence on others are called :
- (A) opinion leaders
  - (B) political leaders
  - (C) cheers leaders
  - (D) All of the above
41. Personality of a person is exhibited by :
- (A) dominance
  - (B) sociability
  - (C) adaptability
  - (D) All of the above
42. In Maslow's need hierarchy which needs comes in between safety and esteem :
- (A) physiological
  - (B) social
  - (C) self-actualization
  - (D) None of the above
43. A satisfied customer shows which behaviour ?
- (A) Repurchase
  - (B) Recommand to others
  - (C) Both (A) and (B)
  - (D) None of the above
44. Business buyer buy the goods and services for :
- (A) resell
  - (B) give for rent
  - (C) supplied to others
  - (D) All of the above
45. Business demand is :
- (A) individual demand
  - (B) derived demand
  - (C) income demand
  - (D) cross demand
46. Business buyers are highly influenced by :
- (A) lost
  - (B) technology
  - (C) demand
  - (D) All of the above

47. Search for supplier is necessary in :
- (A) consumer buying process
  - (B) business buying process
  - (C) routine buying process
  - (D) None of the above
48. A market means :
- (A) individual buyer
  - (B) household buyer
  - (C) institutional buyer
  - (D) All of the above
49. Change in the customer behaviour due to experience is arised by :
- (A) learning
  - (B) adoption
  - (C) belief and attitude
  - (D) None of the above
50. Encoding means :
- (A) sending cues through message
  - (B) converting thought into message
  - (C) using various patterns in message for communication
  - (D) All of the above
51. Which is not a part in communication ?
- (A) encoding
  - (B) decoding
  - (C) semantics
  - (D) feedback
52. Consumer make purchase by :
- (A) instincts
  - (B) intellects
  - (C) intuition
  - (D) All of the above
53. Purchase intention of a consumer is based on :
- (A) expected income
  - (B) expected price
  - (C) expected product benefits
  - (D) All of the above
54. Felt stage of depriveness is recognised by :
- (A) need
  - (B) want
  - (C) demand
  - (D) All of the above

55. A consumer want is shaped by :
- (A) marketer
  - (B) society
  - (C) competitor
  - (D) All of the above
56. The three additional P's in service marketing include :
- (A) product, place, promotion
  - (B) physical evidence, people, process
  - (C) people, process, place
  - (D) promotion, physical evidence, product
57. Which is not an essential feature of a service ?
- (A) Intangibility
  - (B) Inseparability
  - (C) Variability
  - (D) Contractibility
58. Which one is not included in service quality dimension ?
- (A) Reliability
  - (B) Responsiveness
  - (C) Assurance
  - (D) Modalities
59. Psychological factors that shape consumers purchase behaviour is :
- (A) Perception
  - (B) Motivation
  - (C) Learning
  - (D) All of the above
60. Organisational purchase behaviour is determined by :
- (A) Objective
  - (B) Technological capabilities
  - (C) Company structure
  - (D) All of the above

61. Which one works as purchase guide ?
- (A) Past experience
  - (B) Learning
  - (C) Both (A) and (B)
  - (D) None of the above
62. Customer exhibit which kind of attitude in purchasing ?
- (A) cognitive
  - (B) affective
  - (C) conative
  - (D) All of the above
63. Personality of a customer is interplay of which component ?
- (A) Id
  - (B) Ego
  - (C) Super ego
  - (D) All of the above
64. In learning model of consumer behaviour role of which factor works ?
- (A) Human drive
  - (B) Marketer cues
  - (C) Response and reinforcement
  - (D) All of the above
65. Marketing of services includes :
- (A) External marketing
  - (B) Internal marketing
  - (C) Interactive marketing
  - (D) All of the above
66. In marketing service includes :
- (A) Activity
  - (B) Benefit
  - (C) Satisfaction
  - (D) All of the above
67. Which among the following is an industrial service ?
- (A) Education
  - (B) Medical care
  - (C) Entertainment
  - (D) Insurance
68. In-service marketing mix people means :
- (A) Managing director of the firm
  - (B) Investors of the firm
  - (C) Employee of the firm
  - (D) None of the above

69. Which one is basic ingredient of service quality ?
- (A) Reliability
  - (B) Responsiveness
  - (C) Assurance
  - (D) All of the above
70. Warehousing creates :
- (A) Time utilities
  - (B) Place utilities
  - (C) Form utilities
  - (D) All of the above
71. In E-K-B model of consumer behaviour 'E' denotes :
- (A) Energy
  - (B) Empathy
  - (C) Engel
  - (D) Endurance
72. Psychoanalytic model of consumer behaviour is developed by :
- (A) Ruskin Loise
  - (B) Sigmund Freud
  - (C) A. Marshall
  - (D) T. Levitt
73. Which consumer behaviour model is known as system model ?
- (A) F. Micosia model
  - (B) E-K-B model
  - (C) H. S. model
  - (D) S. Freud model
74. Psychographics denotes :
- (A) Personality
  - (B) Life style
  - (C) Both (A) and (B)
  - (D) None of the above
75. VALS helps in understanding :
- (A) Consumer Behaviour
  - (B) Market Potential
  - (C) Business Analysis
  - (D) None of the above
76. Consumer buying decisions are influenced by family and reference group is study in :
- (A) Economic model
  - (B) Sociological model
  - (C) Psychoanalytical model
  - (D) None of the above

77. A consumer shows which kind of loyalty at the time of purchase ?
- (A) Hard core
  - (B) Split
  - (C) Shifting and Switching
  - (D) All of the above
78. Which personality trait is general in nature ?
- (A) Self-confidence
  - (B) Aggressiveness
  - (C) Shyness
  - (D) All of the above
79. Which psychological factor affecting consumer buying behaviour ?
- (A) Motivation
  - (B) Perception
  - (C) Beliefs and attitudes
  - (D) All of the above
80. Consumer buying attitude is formed by :
- (A) Past experience
  - (B) Influence from group
  - (C) Exposure to mass media
  - (D) All of the above
81. Consumer attitude can be measured by :
- (A) Likert Scale
  - (B) Semantic differential scale
  - (C) Rank order scale
  - (D) All of the above
82. Subculture that determine a group behaviour is made by :
- (A) Age and Gender
  - (B) Geography
  - (C) Religion
  - (D) All of the above
83. In buying decision culture influence :
- (A) Need recognition stage
  - (B) Searching stage
  - (C) Evaluation stage
  - (D) All of the above
84. Within the society "Group" are categorized into :
- (A) Large and Small
  - (B) Formal and Informal
  - (C) Primary and Secondary
  - (D) All of the above

85. Reference Group in Marketing are used in :
- (A) as celebrities in advertisement
  - (B) as experts for product endorsement
  - (C) as spokesperson for product introduction
  - (D) All of the above
86. A family assist in consumer purchase by :
- (A) Economy support
  - (B) Emotional support
  - (C) User support
  - (D) All of the above
87. In organisation buying which factor is considered ?
- (A) Group involvement
  - (B) Technical knowledge
  - (C) Rationality
  - (D) All of the above
88. Who among the following is organisational buyer ?
- (A) Government
  - (B) Institutions
  - (C) Commercial enterprises
  - (D) All of the above
89. Communication is :
- (A) two-way process
  - (B) continuous process
  - (C) exchange of thoughts
  - (D) All of the above
90. Which factor is micro-factor in external factors ?
- (A) Customer
  - (B) Suppliers
  - (C) Competitor
  - (D) All of the above
91. Which is a type of consumer buying type ?
- (A) Complex
  - (B) Habitual
  - (C) Dissonance reducing
  - (D) All of the above
92. Which reference group help in choice of product or services to customer ?
- (A) Aspirational group
  - (B) Membership group
  - (C) Both (A) and (B)
  - (D) None of the above

93. Which kind of power exhibited by reference group over customer in their purchase ?
- (A) Expert power
  - (B) Referent power
  - (C) Reward power
  - (D) All of the above
94. Culture influence buying by :
- (A) Rituals within society
  - (B) Beliefs within society
  - (C) Disposal of income
  - (D) All of the above
95. Consumer wants are shaped by :
- (A) Family
  - (B) Marketers
  - (C) Reference groups
  - (D) All of the above
96. Study of consumer behaviour include :
- (A) Purchase and Consumption
  - (B) Evaluation and Use
  - (C) Use and Disposal
  - (D) All of the above
97. Study of consumer behaviour is helpful in deciding :
- (A) decision in purchase
  - (B) spend the resources on consumption
  - (C) searching sensing on obtaining marketing offerings
  - (D) All of the above
98. Customer satisfaction is related with :
- (A) Expectations
  - (B) Received reference
  - (C) Both (A) and (B)
  - (D) None of the above
99. Which factors exhibit a kind of customer value ?
- (A) Basic value
  - (B) Expected value
  - (C) Desired value
  - (D) All of the above
100. In CRM word 'C' stands for :
- (A) Competitor
  - (B) Customer
  - (C) Common man
  - (D) Cooperation

4. Four alternative answers are mentioned for each question as—A, B, C & D in the booklet. The candidate has to choose the correct answer and mark the same in the OMR Answer-Sheet as per the direction :

**Example :**

**Question :**

Q. 1 (A) ● (C) (D)

Q. 2 (A) (B) ● (D)

Q. 3 (A) ● (C) (D)

Illegible answers with cutting and over-writing or half filled circle will be cancelled.

5. Each question carries equal marks. Marks will be awarded according to the number of correct answers you have.
6. All answers are to be given on OMR Answer sheet only. Answers given anywhere other than the place specified in the answer sheet will not be considered valid.
7. Before writing anything on the OMR Answer Sheet, all the instructions given in it should be read carefully.
8. After the completion of the examination candidates should leave the examination hall only after providing their OMR Answer Sheet to the invigilator. Candidate can carry their Question Booklet.
9. There will be no negative marking.
10. Rough work, if any, should be done on the blank pages provided for the purpose in the booklet.
11. To bring and use of log-book, calculator, pager and cellular phone in examination hall is prohibited.
12. In case of any difference found in English and Hindi version of the question, the English version of the question will be held authentic.

**Impt. :** On opening the question booklet, first check that all the pages of the question booklet are printed properly. If there is any discrepancy in the question Booklet, then after showing it to the invigilator, get another question Booklet of the same series.

4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर—A, B, C एवं D हैं। परीक्षार्थी को उन चारों विकल्पों में से सही उत्तर छँटना है। उत्तर को OMR आन्सर-शीट में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

उदाहरण :

प्रश्न :

प्रश्न 1 (A) ● (C) (D)

प्रश्न 2 (A) (B) ● (D)

प्रश्न 3 (A) ● (C) (D)

अपठनीय उत्तर या ऐसे उत्तर जिन्हें काटा या बदला गया है, या गोले में आधा भरकर दिया गया, उन्हें निरस्त कर दिया जाएगा।

5. प्रत्येक प्रश्न के अंक समान हैं। आपके जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
6. सभी उत्तर केवल ओ. एम. आर. उत्तर-पत्रक (OMR Answer Sheet) पर ही दिये जाने हैं। उत्तर-पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
7. ओ. एम. आर. उत्तर-पत्रक (OMR Answer Sheet) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाये।
8. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी OMR Answer Sheet उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें। परीक्षार्थी अपने साथ प्रश्न-पुस्तिका ले जा सकते हैं।
9. निगेटिव मार्किंग नहीं है।
10. कोई भी रफ कार्य, प्रश्न-पुस्तिका के अन्त में, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।
11. परीक्षा-कक्ष में लॉग-बुक, कैलकुलेटर, पेजर तथा सेल्युलर फोन ले जाना तथा उसका उपयोग करना वर्जित है।
12. प्रश्न के हिन्दी एवं अंग्रेजी रूपान्तरण में भिन्नता होने की दशा में प्रश्न का अंग्रेजी रूपान्तरण ही मान्य होगा।

**महत्वपूर्ण :** प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्न-पुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सिरीज की दूसरी प्रश्न-पुस्तिका प्राप्त कर लें।