

Roll No.-----

<b>Paper Code</b>		
<b>4</b>	<b>8</b>	<b>2</b>
(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**

**B.Com. (Honors) (Fifth Semester)**  
**Examination, February/March-2022**  
**BCHO-502**  
**Consumer Behavior & Advertising Management**  
(for Regular Students)

Time : 1:30 Hours

Maximum Marks-100

जब तक कहा न जाय, इस प्रश्नपुस्तिका को न खोलें

- निर्देश : —
1. परीक्षार्थी अपने अनुक्रमांक, विषय एवं प्रश्नपुस्तिका की सीरीज का विवरण यथास्थान सही— सही भरे, 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 निर्धारित प्रश्नों से अधिक प्रश्नों के उत्तर दिये जाते हैं तो उसके द्वारा हल किये गये प्रथमतः यथा निर्दिष्ट प्रश्नोत्तरों का ही मूल्यांकन किया 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 प्रश्नपुस्तिका बुकलेट एवं ओ०एम०आर० शीट पृथक—पृथक 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 a measure of how many times the average person in the target market is exposed to the message.  
(A) Reach  
(B) Frequency  
(C) Target  
(D) Audibility
2. \_\_\_\_\_ portrays the “whole person” interacting with his or her environment.  
(A) Attitude  
(B) Personality  
(C) Lifestyle  
(D) Self-concept
3. \_\_\_\_\_ is displayed by a person while buying milk.  
(A) Selective Buying Behaviour  
(B) Extensive buying behaviour  
(C) Credence buying behaviour  
(D) Routinized buying behaviour
4. Which of these type is a hidden advertisement ?  
(A) Surrogate  
(B) Competitive  
(C) Comparative  
(D) Industrial
5. \_\_\_\_\_ is one stick to compare the cost of different media.  
(A) Frequency  
(B) Popularity  
(C) Cost Per Thousand  
(D) Connectivity
6. The customer or consumer is \_\_\_\_\_ when actual performance exceeds the expected performance of the product.  
(A) Happy  
(B) Satisfied  
(C) Dissatisfied  
(D) Delighted

7. Research has shown that most of the online search leading up to a purchase was what ?
- (A) Generic
  - (B) Brand only
  - (C) Brand-item
  - (D) Retail
8. \_\_\_\_\_ is an element of developing and Advertising strategy.
- (A) Manipulating Objectives
  - (B) Selecting Advertising Media
  - (C) Advertising Budget
  - (D) Setting Advertising Objectives
9. Marketing managers should adapt the marketing mix to \_\_\_\_\_ and constantly monitor value changes and differences in both domestic and global markets.
- (A) Cultural values
  - (B) Sales strategies
  - (C) Marketing concepts
  - (D) Brand images
10. Lifespan of the advertisement is long in :
- (A) Television
  - (B) Magazine
  - (C) Radio
  - (D) Outdoor
11. Consumers often choose and use brands that have a brand personality consistent with how they see themselves, also known as the \_\_\_\_\_.
- (A) Ideal self-concept
  - (B) Other's self-concept
  - (C) Actual self-concept
  - (D) Prohibitive self-concept

12. Detailed information can be given in the following media of advertising :
- (A) Television
  - (B) Radio
  - (C) Poster
  - (D) Newspaper
13. Wristwatch for a college student is a :
- (A) Comforts
  - (B) Luxury
  - (C) Necessary
  - (D) None of these
14. The demand for comforts is :
- (A) Inelastic
  - (B) Elastic
  - (C) Unitary elastic
  - (D) Perfectly elastic
15. Suneel is searching the Internet for information on digital cameras, so he types in the word “digital camera” in Google. Which type of search is Suneel conducting?
- (A) Generic
  - (B) Brand only
  - (C) Brand-item
  - (D) Retail
16. Which of these contain no illustrations or logos ?
- (A) Classified advertisements
  - (B) TV
  - (C) Magazine
  - (D) Cinema

17. A short and Striking or memorable phrase used in advertising is called :
- (A) Logo
  - (B) Brand image
  - (C) Slogan
  - (D) Sign
18. At the top of Maslow's hierarchy of needs (shown as a pyramid in the text) are \_\_\_\_\_ need.
- (A) Esteem
  - (B) Social
  - (C) Self-actualization
  - (D) Safety
19. Identify an economic circumstance that can greatly affect any product or brand choice :
- (A) Borrowing power
  - (B) Retirement
  - (C) Values
  - (D) Lifestyle
20. POP is an abbreviation of :
- (A) Purchase of product
  - (B) Property of product
  - (C) Priority of purchase
  - (D) Point of purchase
21. A specific coordinated advertising effort on behalf of a particular product or service that extends for a specified period of time:
- (A) Trial
  - (B) Commercial
  - (C) Campaign
  - (D) Marketing

22. \_\_\_\_\_ has become increasingly important for developing a marketing strategy in recent years.
- (A) Age groups, such as the teen market, baby boomers, and the mature market
  - (B) Change in consumers' attitudes
  - (C) Inflation of the dollar
  - (D) The concept and the brand
23. First stage in the basic model of Consumer Decision making is :
- (A) Purchase
  - (B) Information Search
  - (C) Evaluation of alternatives
  - (D) Need
24. In advertisements we generally see a warning for cigarettes that "Smoking is Injurious to health". It's an example of :
- (A) Advertising
  - (B) Legal environment
  - (C) Monopoly in market
  - (D) Entertainment
25. The family in a buyers life consisting of parents and siblings is the \_\_\_\_\_.
- (A) Family of orientation
  - (B) Family of procreation
  - (C) Family of influence
  - (D) Family of efficiency
26. Digital marketing is same as :
- (A) Marketing through emails
  - (B) Marketing on Facebook
  - (C) Marketing on Twitter
  - (D) All of the above

27. \_\_\_\_\_ are based on such things as geographic areas, religions, nationalities, ethnic groups, and age.
- (A) Multilingual needs
  - (B) Cultures
  - (C) Subcultures
  - (D) Product adaptation requirements
28. Projecting the image of the company by taking up social causes for a long term benefit is done through :
- (A) CSR
  - (B) USP
  - (C) TRP
  - (D) DAGMAR
29. A consumer contest is an example of :
- (A) Sales Promotion
  - (B) Personal Selling
  - (C) Advertisement
  - (D) Indirect Selling
30. In case of perfectly elastic, demand curve is :
- (A) Vertical
  - (B) Downward sloping
  - (C) None of these
  - (D) Horizontal
31. \_\_\_\_\_ develop on the basis of wealth, skills and power.
- (A) Social classes
  - (B) Economical classes
  - (C) Purchasing communities
  - (D) Competitors



32. This is a hierarchy of effects or sequential model used to explain how advertising works?
- (A) ADD
  - (B) PESTLE
  - (C) AIDA
  - (D) None of these
33. Services that aid consumers in their search and decision making on the Internet are known as what?
- (A) Worms
  - (B) Viruses
  - (C) Bots
  - (D) Seekers
34. \_\_\_\_\_ agencies specialize in endorsement of brands in the various social media platform like blogs, social network sites, Q &A sites, discussion forums, micro blogs etc.
- (A) User-generated contented
  - (B) Friend Feed
  - (C) Social media
  - (D) Social network service
35. Several characteristics are especially important in influencing an innovation's rate of adoption \_\_\_\_\_ is the degree to which the innovation may be tried on a limited basis.
- (A) Relative advantage
  - (B) Divisibility
  - (C) Synchronization
  - (D) Compatibility

36. How the consumer processes information to arrive at brand choices occurs during which stage of the buyer decision process ?
- (A) Evaluation of alternatives
  - (B) Need recognition
  - (C) Information search
  - (D) Purchase decision
37. Which of the following is included in the percentage method ?
- (A) Sales
  - (B) Sales goals
  - (C) Gross markup
  - (D) All answers are correct
38. \_\_\_\_\_ allows companies to communicate with consumers to promote a product or a service.
- (A) Sales
  - (B) HR
  - (C) Advertising
  - (D) Accounting
39. \_\_\_\_\_ is one of the most basic influences on an individual's needs, wants, and behaviour.
- (A) Culture
  - (B) Brand
  - (C) Product
  - (D) Price
40. In case of relatively more elastic, demand curve is:
- (A) Horizontal
  - (B) Flatter
  - (C) Steeper
  - (D) Vertical

41. The best advertisement is:
- (A) By emails
  - (B) Print media
  - (C) Television
  - (D) A satisfied customer
42. Promotion mix includes Sales Promotion, Personal Selling, Advertising and:
- (A) Marketing
  - (B) Sales
  - (C) Publicity
  - (D) None of these
43. first full-service advertising agency.
- (A) William Taylor
  - (B) N.W. Ayer & Son
  - (C) FCB ULKA Advertising Ltd.
  - (D) Ogilvy & Mather
44. \_\_\_\_\_ is a transit advertising term specifying two displays in each vehicle.
- (A) Hoarding
  - (B) Carding
  - (C) Billboard
  - (D) Double carding
45. The motive to which an ad is directed designed to stir a person towards goal the advertiser has set is known as:
- (A) Need
  - (B) Demand
  - (C) Desire
  - (D) Appeal

46. Which of the following is NOT true?
- (A) Family is a sociological sub-group
  - (B) Family has little influence on consumer behaviour once outside the home
  - (C) Family is an extremely important group in terms of consumer behaviour
  - (D) Family is social institution
47. The desire to have a commodity or service is called:
- (A) Utility
  - (B) Goods
  - (C) Want
  - (D) None of these
48. “\_\_\_\_\_ is the action and decisions process or people who purchase goods and services for personal consumption.”
- (A) Consumer choice
  - (B) Consumer interest
  - (C) Consumer attitude
  - (D) Consumer behaviour
49. Any individual who purchases goods and services from the market for his/her end-use is called:
- (A) Consumer
  - (B) Customer
  - (C) Purchaser
  - (D) All these
50. CDM stands for\_\_\_\_\_.
- (A) Consumer Decision making
  - (B) Consumer Development Model
  - (C) Consumer Development Mix
  - (D) Consumer Development Matrix

51. \_\_\_\_\_ is an approach to cost reduction in which components are studied carefully to determine if they can be redesigned, standardized, or made by less costly methods of production.
- (A) Cost analysis
  - (B) Order analysis
  - (C) Product analysis
  - (D) Value analysis
52. In a \_\_\_\_\_, the buyer reorders something without any modifications.
- (A) Habitual re buying
  - (B) Modified re buying
  - (C) Straight re buying
  - (D) New task buying
53. When demand comes (as it does in the business market) from the demand for consumer goods this form of demand is called\_\_\_\_\_.
- (A) Kinked demand
  - (B) Derived demand
  - (C) Inelastic demand
  - (D) Cyclical demand
54. Which of the following strategies is usually followed by B2C companies with respect to promotion strategy?
- (A) Push Strategy
  - (B) Blocking strategy
  - (C) Integrated strategy
  - (D) Pull strategy
55. Geo targeting means focusing on :
- (A) City
  - (B) State
  - (C) Region
  - (D) City, State, Region

56. The first step in developing an advertising program should be to :
- (A) Set advertising objectives
  - (B) Set the advertising budget
  - (C) Evaluate advertising campaigns
  - (D) Develop advertising strategy
57. With respect to adopter categories, the \_\_\_\_\_ are guided by respect, are the opinion leaders in their communities, and adopt new ideas early but carefully.
- (A) Seekers
  - (B) Innovators
  - (C) Early adopters
  - (D) Early Majority
58. With respect to post purchase behaviour, the larger the gap between expectations and performance :
- (A) The greater likelihood of re-purchase
  - (B) The less likely the consumer will be influenced by advertising
  - (C) The greater the customer's dissatisfaction
  - (D) The less likely the consumer will need sales confirmation and support
59. According to the buyer decision process suggested in the text, the first stage is characterized as being one of \_\_\_\_\_.
- (A) Need recognition
  - (B) Awareness
  - (C) Information search
  - (D) Demand formulation
60. Insistent demands for products is called :
- (A) Pester power
  - (B) Irritation power
  - (C) Child pressure
  - (D) Peer pressure

61. According to Rachel Bowlby (2000), which of the following is true ?
- (A) Going shopping is only about meeting functional requirements
  - (B) Going shopping mainly involves following a defined list of necessary items
  - (C) Going shopping is only fun for older consumers
  - (D) Going shopping can be a leisure activity, as well as a functional activity
62. According to Freud :
- (A) People's behaviour is determined by rational and conscious motives
  - (B) People's behaviour is often determined by irrational and unconscious motives
  - (C) It is possible to understand why people do what they do through asking them questions directly
  - (D) Emotions are unimportant in understanding consumption decisions
63. Which of the following is more of personal medium of advertisement ?
- (A) Internet Advertisement
  - (B) Broadcast Media
  - (C) Direct Mail Advertising
  - (D) Print Media
64. The combination of media used for advertising in a target market is :
- (A) Market-Media Match
  - (B) Media Mix
  - (C) Media advertising
  - (D) Media option
65. Which among the following is not a mechanical test?
- (A) Consumer dairy test
  - (B) Psychogalvanometer
  - (C) Tachistoscope
  - (D) Camera test

66. Consumer activists campaign to ensure that :
- (A) The consumer understands it is their responsibility to buy safe goods, that are unproblematic
  - (B) Producers and retailers can charge as much as possible for their goods
  - (C) Consumers engage in activities which make them satisfied with their purchases
  - (D) Producers and retailers recognize their responsibility to the consumer in producing goods that are safe, fair, and of the value promised
67. The basic premise of the \_\_\_\_\_ is that people's possessions contribute to and reflect their identities; that is, "we are what we have."
- (A) Lifestyle concept
  - (B) Personality concept
  - (C) Self- concept
  - (D) cognitive concept
68. The stages through which families might pass as they mature over time is a description of what is called the ?
- (A) Adoption process
  - (B) Lifestyle cycle
  - (C) Values and Lifestyle
  - (D) Family life cycle
69. Social classes differ in media preferences, with upper-class consumers often preferring what and lower class consumers often preferring television ?
- (A) Movies
  - (B) Magazines and books
  - (C) Radio
  - (D) Video or computer games



70. Creating image of Product in the minds of target group is called :
- (A) Marketing
  - (B) Positioning
  - (C) Branding
  - (D) Popularizing
71. What is one of the primary goals of reminder advertising ?
- (A) Build brand preference
  - (B) Correct false impressions
  - (C) Maintain customer relationships
  - (D) Inform the market of a price change
72. Series of advertisement messages that share a single idea or theme is :
- (A) Advertisement Campaign
  - (B) Advertisement Group
  - (C) Advertisement Cluster
  - (D) Advertisement Series
73. The process of purchasing space in a media is :
- (A) Media Spacing
  - (B) Media Scheduling
  - (C) Media Purchasing
  - (D) Media Buying
74. \_\_\_\_\_ develop on the basis of wealth, skills and power.
- (A) Economical classes
  - (B) Social classes
  - (C) Purchasing Communities
  - (D) Competitors
75. Needs of customers are triggered by :
- (A) Internal stimuli
  - (B) External Stimuli
  - (C) Both (A) and (B)
  - (D) None of above

76. According to postmodernist theory :
- (A) Consumers explore different and separate identities to match the fragmenting markets and the proliferation of products available to them
  - (B) Consumers can be classified into fixed types, that predict their consumption behaviours
  - (C) Brands do not signify anything about consumers
  - (D) Consumers lack creativity, and only consume goods as they are produced by companies
77. If a company gives false message to the customers, it is known as :
- (A) Deception
  - (B) Obscene ads
  - (C) Subliminal ads
  - (D) None of these
78. Viewership data is collected on a minute's level but reported on :
- (A) Month Wise
  - (B) Seconds Level
  - (C) Hour level
  - (D) Day Wise
79. \_\_\_\_\_ method is an approach that aims to keep things as they are.
- (A) Marginal Analysis
  - (B) Inflation Adjusted
  - (C) Status Quo
  - (D) SOV

80. The positivist approach to studying consumers :
- (A) Emphasizes the objectivity of the consumer as a rational decision maker
  - (B) Emphasizes that consumers are subjective, and their consumption can be explained in multiple ways.
  - (C) Favours open-ended and unstructured approaches to researching consumer behaviour
  - (D) Recognises that the researcher interprets the data in terms of their view and assumption about the nature of reality
81. According to the stimulus-response model of buyer behaviour, the place where consumer process marketing stimuli prior to making purchase decision is called :
- (A) Consumer's value chain
  - (B) Consumer's cognitive schema
  - (C) Consumer's black box
  - (D) Consumer's thoughts-emotions network.
82. In business buying process, the group who has formal authority of supplier selection is classified as :
- (A) User
  - (B) Buyer
  - (C) Influencer
  - (D) Decider and gatekeeper
83. A \_\_\_\_\_ is a publication that mostly covers one main topic Advertisement.
- (A) Newsletter
  - (B) Newspaper
  - (C) Pamphlet
  - (D) Magazine

84. It is popularly known as free form of promotion :
- (A) Advertisement
  - (B) Personal Selling
  - (C) Marketing
  - (D) Publicity
85. Tendency to which results of innovation are communicated to others is classified as :
- (A) Communicability
  - (B) Relative advantage
  - (C) Divisibility
  - (D) Compatibility
86. The process that creates changes in behaviour is called.
- (A) Selective adaptation
  - (B) Involvement manipulation
  - (C) Learning
  - (D) Attitude adjustment
87. \_\_\_\_\_ is the single factor that best indicates social class.
- (A) Time
  - (B) Money
  - (C) Fashion
  - (D) Occupation
88. Which barrier relates to socio-culturally accepted norms of Behaviour that are regarded as “right and appropriate,” by the consumer segment ?
- (A) Social
  - (B) Tradition
  - (C) Moral
  - (D) Ethical

89. \_\_\_\_\_ are like billboards but a digitalized electric.
- (A) Transit Media
  - (B) Signs
  - (C) Neon Boards
  - (D) Posters
90. Consumer promotion, trade promotion and \_\_\_\_\_ are the three forms of sales promotion.
- (A) Sales Force promotion
  - (B) Media promotion
  - (C) Core promotion
  - (D) Media Mix
91. Different social classes tend to have different attitudinal configurations and \_\_\_\_\_ that influence the behaviour of individual members.
- (A) Personalities
  - (B) Values
  - (C) Finances
  - (D) Decision makers
92. In large nations, the population is bound to lose a lot of its homogeneity, and thus \_\_\_\_\_ arise.
- (A) Multilingual needs
  - (B) Cultures
  - (C) Product adaptation requirements
  - (D) Subcultures
93. Copy testing is also known as :
- (A) Copy writing
  - (B) Pre Testing
  - (C) Concurrent testing
  - (D) Preview

94. Promotion mix includes Sales Promotion, Personal Selling, Advertising and :
- (A) Publicity
  - (B) Marketing
  - (C) Sales
  - (D) None of these
95. What is the next step after “closing the sale” in personal selling process?
- (A) The opening
  - (B) Need and problem identification
  - (C) Follow up
  - (D) Dealing with objectives
96. To reduce cognitive dissonance post-purchase a consumer can act in a number of ways. These include :
- (A) Selectively forgetting information
  - (B) Minimizing the importance of an issue, decision, or act
  - (C) Reversing a purchase decision; for instance, by taking a product back or selling it
  - (D) All of the above options are correct
97. The process of screening meaningful from non-meaningful information is known as:
- (A) Picking incorrect
  - (B) Proposition evaluation incorrect
  - (C) Routine incorrect
  - (D) Selective exposure
98. Which of the following is NOT part of group influence ?
- (A) Social Class
  - (B) Social Group
  - (C) Personality
  - (D) Reference Group

99. Pride appeal is which type of appeal :
- (A) Informative
  - (B) Rational
  - (C) Emotional
  - (D) Non information
100. Advertisements are new Windows that appear in front of the website content :
- (A) Display Ads
  - (B) Pop Up
  - (C) Banner Ads
  - (D) TV Ads

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**DO NOT OPEN THE QUESTION BOOKLET UNTIL ASKED TO DO SO**

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 first most option will be considered valid.**
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.
5. Please read all the instructions carefully before attempting anything on Answer Booklet (O.M.R ANSWER SHEET).
6. After completion of examination please hand over the Answer Booklet (O.M.R ANSWER SHEET) to the Examiner before leaving the examination room.
7. There is no negative marking.

**Note:** On opening the question booklet, first check that all the pages of the question booklet are printed properly in case there is an issue please ask the examiner to change the booklet of same series and get another one.