



# MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

Paper Code : BBA 503A Consumer Behaviour

Time Allotted : 3 Hours

Full Marks :70

The Figures in the margin indicate full marks.  
Candidate are required to give their answers in their own words as far as practicable

## Group-A (Very Short Answer Type Question)

1. Answer any ten of the following :

[ 1 x 10 = 10 ]

- (i) Heredity is the determinant of \_\_\_\_\_
- (ii) Classical conditioning theory is proposed and experimented by \_\_\_\_\_
- (iii) What is 'Object' in consumer attitude?
- (iv) What is 'Word of Mouth' communication?
- (v) Give an example of cultural influences on consumer decision-making.
- (vi) What is consumer research?
- (vii) What do you mean by "Semi-finished goods"?
- (viii) Give an example for segmenting the market as per climate.
- (ix) 'To join a good academic course in a premier institution', it is an example of \_\_\_\_\_
- (x) 'Judging the individual on the basis of the nature of the group to which they belong', is called \_\_\_\_\_
- (xi) Mention the name of the element of marketing mix that helps the company to change the mind set of the consumers towards a brand.
- (xii) Define positioning statement.

## Group-B (Short Answer Type Question)

Answer any three of the following

[ 5 x 3 = 15 ]

2. What are the requirements for doing an effective segmentation? [ 5 ]
3. Discuss the different types of need in consumer motivation. [ 5 ]
4. Write a short note on 'Loyalty Pattern'. [ 5 ]
5. Explain the concept of 'Goals' in the theory of motivation. [ 5 ]
6. Discuss the effect of the family group on consumer decision-making. [ 5 ]

## Group-C (Long Answer Type Question)

Answer any three of the following

[ 15 x 3 = 45 ]

7. (a) What is consumer behaviour? [ 2 ]  
(b) Briefly discuss the characteristics of consumer behaviour. [ 8 ]  
(c) Why is the consumer also called a 'User'? [ 5 ]
8. (a) Briefly discuss the bases of segmentation in the context of marketing. [ 10 ]  
(b) State the importance of market segmentation. [ 5 ]
9. (a) What is positioning? [ 3 ]  
(b) Briefly explain the various positioning strategies adopted by a company. [ 7 ]  
(c) Mention some errors in positioning that the company should avoid. [ 5 ]
10. (a) Briefly explain the various techniques used for conducting a motivation research. [ 7 ]  
(b) What is motivational conflict? [ 2 ]  
(c) What are the different types of conflict in consumer motivation? [ 6 ]
11. (a) What is brand personality? How can it be developed? [ 2+5 ]  
(b) Explain the factors that distort an individual perception. [ 8 ]

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