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Paper Code : BBA 503A Consumer Behaviour

UPID : 500098

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) The main tool used in motivational research is _____.
- (ii) Which of the following will influence an individual's perceptions?
 - (a) Previous experiences.
 - (b) Individual needs.
 - (c) Sensory limitations.
 - (d) All of the above.
- (iii) According to _____, conditioned learning results when a stimulus that is paired with another stimulus that elicits a known response serves to produce the same response when used alone.
- (iv) The orange juice manufacturers know that orange juice is most often consumed in the mornings. However, they would like to change this and make the drink acceptable during other time periods during the day. Which form of segmentation would they need to work with and establish strategy reflective of their desires?
- (v) Those who seek out new intellectual experiences are called _____.
- (vi) What is the first stage of the consumer decision process?
- (vii) _____ (is) are transmitted through three basic organizations: the family, religious organizations, and educational institutions; and in today's society, educational institutions are playing an increasingly greater role in this regard.
- (viii) In terms of consumption decisions, middle class consumers prefer to _____.
- (ix) The term marketing mix describes _____.
 - A. A composite analysis of all environmental factors inside and outside the firm.
 - B. A series of business decisions that aid in selling a product.
 - C. The relationship between a firm's marketing strengths and its business weaknesses.
 - D. A blending of four strategic elements to satisfy specific target marker.
- (x) The level of motivation would depend on
- (xi) What is group influence?
- (xii) Understanding consumer buying behavior is not easy. The answers are often locked deep within the consumer's head. The central question for marketers is: _____.

Group-B (Short Answer Type Question)

Answer any three of the following :

[5 x 3 = 15]

1. What are the characteristics of consumer behaviour? [5]
2. What is Market segmentation? [5]
3. What is Niche Marketing? [5]
4. Explain Stimuli. [5]
5. What is Target Audience? [5]

Group-C (Long Answer Type Question)

Answer any three of the following :

[15 x 3 = 45]

6. (a) Define Consumer Behaviour. [5]
- (b) Explain Nature of Consumer Behaviour. [10]
7. (a) State the requirements for Effective Segmentation. [7]
- (b) Explain briefly bases for Segmentation. [8]
8. (a) What is Motivation Research? [5]

- (b) Explain different methods of Motivational Research. [10]
10. (a) Define Personality with its natures. [5]
(b) Explain elaborately Trait Theories of Personality. [10]
11. Is Cognitive Learning Theory more effective than other theories of Learning? Give justifications for your answers. [15]

*** END OF PAPER ***