

[6] SARDAR PATEL UNIVERSITY FINAL EXAMINATION - I \_\_\_\_\_ 2020  
B.A. (ADVANCED) JMC, V SEMESTER (CBCS) - NC  
Paper: Consumer Behaviour, Subject Code: UA05EEJM03  
Date of Exam: 28/12/2020, Monday Time: 10:00 AM to 12:00 PM Total Marks: 60

Q1. Answer all the questions. Each answer carries one mark. (20 Marks)

- 1) The desire to have a commodity or service is called \_\_\_\_\_.  
a. Want                      b. Utility                      c. Goods                      d. None of these
- 2) Wrist watch for a college student is a \_\_\_\_\_.  
a. Comforts      b. Necessary      c. Luxury                      d. None of these
- 3) Person's own living or interacting and acting pattern is classified as \_\_\_\_\_.  
a. Lifestyle                      b. Personality                      c. Social class                      d. Self-concept
- 4) Needs of the customers are triggered by \_\_\_\_\_.  
a. Internal Stimuli      b. External Stimuli      c. Both 'a' and 'b'                      d. None of the specified
- 5) A need that is aroused up to sufficient level is called 'Motive'.  
a. True                      b. False
- 6) If product performance exceeds customer expectations, customer is \_\_\_\_\_.  
a. Satisfied                      b. Dissatisfied                      c. Delighted                      d. None of the specified
- 7) In social class grouping, white and blue collar workers with average pay can be classified as \_\_\_\_\_.  
a. Upper class                      b. Middle class                      c. Working class                      d. Upper Uppers
- 8) Buyer decision process starts with \_\_\_\_\_.  
a. Need recognition      b. Information Search      c. Evaluation of alternatives                      d. Purchase
- 9) Procedure in marketing which consists of enlisting opinion leaders as "brand ambassadors" is called \_\_\_\_\_.  
a. Leading marketing      b. Buzz marketing      c. Online marketing                      d. None of the specified
- 10) 'Maslow's hierarchy of needs' includes \_\_\_\_\_.  
a. Physiological needs      b. Self-actualization needs      c. Esteem needs                      d. All the specified
- 11) What kind of socio-economic factors decide your social standing?  
a. Preferences, Purchases, Consumption                      c. Age, Sex, Education and Income  
b. Occupation, Education, Ownership & Income                      d. Learning, Beliefs and Attitudes
- 12) \_\_\_\_\_ groups influences yours norms, attitudes, values and behaviours through direct interaction.  
a. Normative reference groups                      c. Dissociative groups  
b. Comparative reference groups                      d. Formal groups
- 13) Research on consumer buying behavior answers \_\_\_\_\_.  
a. What consumers buy?                      c. Where consumers buy?  
b. Why consumers buy?                      d. All the specified
- 14) Verbalizers built more connections within pictures, visualizers within texts.  
a. True                      b. False
- 15) \_\_\_\_\_ consumers can be targeted by stressing on nationalistic themes in marketing.  
a. Dogmatic                      b. Ethnocentric                      c. Innovative                      d. Other-directed

- 16) The term "Oniomania - Shop till you drop" is called as Compulsive Consumption Behaviour  
a. True                      b. False
- 17) If Keyur is controlling the flow of information about a product or service to mislead the decisions of his parents and to support his choice, which role is he playing in decision making?  
a. Influencer                      b. Decider                      c. Gate Keeper                      d. Buyer
- 18) According to Freud's Psychoanalytic Theory, the ID works on \_\_\_\_\_ principle.  
a. Pleasure seeking                      b. Realistic                      c. Perfectionist                      d. None of the specified
- 19) The VALS model was developed by Social scientist and futurist \_\_\_\_\_  
a. Karen Horney                      b. Sigmund Freud                      c. Carl Jung                      d. Arnold Mitchell
- 20) Buying decisions may be influenced heavily by the children in the family. a. True                      b. False

**Essay Questions:**

Q2. Explain the roles and various kinds of influence a family plays in purchasing decisions and consumer behaviour. (15 Marks)

(Or)

Q2. Discuss in detail the importance of Consumer behaviour in the current marketing scenario. (15 Marks)

Q3. Answer any five questions from the following. Each answer should be minimum of 250 words. (5X5 = 25 Marks)

- 3.1. Abraham Maslow's Hierarchy of Needs.
- 3.2. Needs, Wants and Motivation Process.
- 3.3. Sigmund Freud's Psychoanalytic Theory.
- 3.4. Importance of Opinion leaders in consumer decision making.
- 3.5. Importance of 'Message' and 'Feedback' in marketing communication process
- 3.6. Explain the stages involved in the consumer decision making process.
- 3.7. Describe any five appeals that advertisers use to sell a product with examples.
- 3.8. Role of Culture in consumer behaviour
- 3.9. Explain ethnocentrism & Dogmatism
- 3.10 Define family life cycle.

