

Internal Assessment Test - I

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| Sub: | Consumer Behaviour | Code: | 18MBAMM301 |
| Date: | 09/9/2020 | Duration: | 60 mins |
| | | Max Marks: | 50 |
| | | Sem: | III |
| | | Branch: | MBA |

| | | Marks | OBE | | |
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| | | | CO | RBT | |
| Part A - Answer all the questions (30 * 1 = 15 marks) | | | | | |
| 1 | The study of activities related to the purchase, use and disposal of goods and services is called as.... a. Services marketing b. Marketing management c. Consumer behavior d. Segmentation | 1 | 2 | | |
| 2 | Routine Purchase means... a. Buying often. b Buying rarely c. Buying from nearby store d. None of the above. | 1 | 2 | | |
| 3 | Person who determines needs called as a. Initiator. b. Influencer. c. Both a & b d. None | 1 | 2 | | |
| 4 | Person who intentionally or unintentionally influences purchase called as.. a. Buyer b. user, c. Influencer. d. All the above | 1 | 2 | | |
| 5 | Person who actually make the purchase.. a. User, b. Buyer, c. Initiator, d. None. | 1 | 2 | | |
| 6 | Individual who directly consumes called as.... a. Customer b. User. c. Purchaser d. None of the above. | 1 | 2 | | |
| 7 | Consumer behavior only deals with... a. Products only. b. Services only. c. Both Products and Services d. None of the above. | 1 | 2 | | |
| 8 | Networked consumer means a. Consumer connected online b. Consumer connected Offline c. Both a & b are correct d. Both a & b are wrong | 1 | 2 | | |
| 9 | Changing demographics influences consumer behavior...Which of the following are demographic factors. a. Age, Income, Gender, b. Occupation, c Social class, d. All the above. | 1 | 2 | | |
| 10 | SKU Means... a. Segment Keeping Unit b. Stock Keeping Unit, c. Sample Keeping Unit, d. All the above. | 1 | 2 | | |
| 11 | Caveat emptor means.... a. Buyer beware, b, Seller beware, c. Buyer and Seller beware, d. None of the above. | 1 | 2 | | |
| 12 | Obstacles to consumerism are.... a. Lack of leadership. b. Illiteracy c. Cumbersome legal process. d. All the above. | 1 | 2 | | |
| 13 | Right to healthy environment means.. a. Protection against seller. b. Protection against manufacturer. c. Protection against retailer. d. Protection against environment pollution. | 1 | 2 | | |
| 14 | Rights to Redressal means.... a. Seek redressal against unfair trade practice. b. Seek help of police. | 1 | 2 | | |

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| | <ul style="list-style-type: none"> c. All the above. d. None of the above. |
| 15 | <p>Right to information means...</p> <ul style="list-style-type: none"> a. Information about R&D. b. Information about invention. c. Information about quality, quantity, purity, price d. None of the above. |
| 16 | <p>Consumerism benefits....</p> <ul style="list-style-type: none"> a. Company. b. Customer. c. Both a & b are correct. d. Both a & b are not correct. |
| 17 | <p>Economic model of CB deals with...</p> <ul style="list-style-type: none"> a. Getting more benefit at minimized cost. b. Getting less benefit at more cost. c. Both a and b are true. d. Both a and b are false. |
| 18 | <p>Learning model of CB deals with...</p> <ul style="list-style-type: none"> a. Attending class. b. Satisfying basic and learned needs. c. Both a & b are correct. d. Both a & b are wrong. |
| 19 | <p>Evaluation of product means...</p> <ul style="list-style-type: none"> a. Comparing and contrasting with other products. b. Buying products. c. Returning products. d. All the above. |
| 20 | <p>Post purchase behaviour deals with....</p> <ul style="list-style-type: none"> a. At the time of purchase. b. At the time of transit. c. After purchase. d. None of the above. |
| 21 | <p>Marketing stimuli may include...</p> <ul style="list-style-type: none"> a. Satisfaction. b. Dissatisfaction. c. Problem. d. 4 P's. |
| 22 | <p>Learning constructs involves...</p> <ul style="list-style-type: none"> a. Intention, attitude, choice. b. Stimulus, attention. c. Quality, price. d. Purchase. |
| 23 | <p>External influences for purchase are..</p> <ul style="list-style-type: none"> a. Culture. b. Income. c. Both. d. None. |
| 24 | <p>Gatekeeper means..</p> <ul style="list-style-type: none"> a. Who opens and closed gate. b. Who locks gate. c. Put filter on products and services which enters decision set. d. None of the above. |
| 25 | <p>Complex decision making involves...</p> <ul style="list-style-type: none"> a. More time spent. b. Less time spent. c. Both a & b are right. d. Both a & b are wrong. |
| 26 | <p>Low involvement decision making...</p> <ul style="list-style-type: none"> a. Involves friends. b. Involves wife. c. Involves kids. d. Less time is required to buy product. |

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| 27 | Passive view of purchase decision making.... a. Consumers are irrational in purchasing. b. Consumers are rational in purchasing. c. Consumers never buy products. |
| 28 | Emotional view of purchase decision making means... a. Impulse buying. b. Simple buying. c. Wife influences to buy. d. Friends influences to buy. |
| 29 | Antecedent states means... a. Temporal physiological and mood states. b. When customer is unhappy. c. When customer refers. d. None of the above. |
| 30 | Task definition means.. a. Reason for communication act. b. Reason to visit. c. Reason to buy. d. Reason to Return |
| 31 | Company 'X' planning to open restaurant in front of our college. Discuss the factors affecting on the sale of food items. |
| 32 | Mention any two business opportunities due to change in business scenario due to COVID-19. |
| 33 | With the help of Howard Sheth model explain mobile purchase process. |
| 34 | Discuss the change in the education scenario due to COVID-19, suggest new business model to accommodate present challenge profitably. |

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| Course Outcomes | | PO1 | PO2 | PO3 | PO4 | PO5 |
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| CO1: | Understand the basics of taxation and process of computing residential status. | 1a,b,c 2a,b,c 3a,b,c | | | | |
| CO2: | Calculate taxable income under different heads | | | | 4 | |
| CO3: | Understand deductions and calculation of tax liability of Individuals. | | | | | |
| CO4: | Know the corporate tax system. | | | | | |

| Cognitive level | KEYWORDS |
|-----------------|---|
| L1 | list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc. |
| L2 | describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss |
| L3 | calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify |
| L4 | classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select |
| L5 | grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate |

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| L6 | design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate |
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PO1–Theoretical Knowledge; PO2–Effective Communication Skills; PO3–Leadership Qualities; PO4 –Sustained Research Orientation; PO5 –Self-Sustaining Entrepreneurship

CCI

HOD

Scheme

| Q.No. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 |
|-------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|
| | a | b | c | c | b | d | d | b | b | b | c | c | a | c | a | b | d | b | c | b | a | b |