

# Consumer Behavior, 18MBAMM301

Between 9 am and 10 am, 09/09/2020

Instructions: Answer all the questions.

First 30 questions will be Multiple Choice Questions ( 30 Questions x 1 M = 30 M)

Question no's 31 to 34, Short Answer type

( 04 Questions x 5 M = 20 M).

Total marks: 50.

1. Name \_\_\_\_\_

2. USN \_\_\_\_\_

3. Semester

*Mark only one oval.*

Option 1

4. CMRIT Email Id \_\_\_\_\_

5. The study of activities related to the purchase, use and disposal of goods and services is called as

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Services marketing

Marketing management

Consumer behavior **(Ans)**

Segmentation

6. Routine Purchase means

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Buying often **(Ans)**

Buying rarely

Buying from nearby store

None of the above

7. Person who determines needs called as

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Initiator **(Ans)**

Influencer

Both

None

8. Person who intentionally or unintentionally influences purchase called as...

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Buyer

User

Influencer **(Ans)**

All the above

9. Person who actually make the purchase...

*Mark only one oval.*

User

Buyer **(Ans)**

Initiator

None

10. Individual who directly consumes called as...

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Customer

User **(Ans)**

Purchaser

None of the above

11. Consumer behavior only deals with....

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Products only

Services only

Both Products and Services **(Ans)**

None of the above

12. Networked consumer means ...

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Consumer connected online **(Ans)**

Consumer connected Offline

Both are correct

Both are wrong

13. Changing demographics influences consumer behavior...

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- Age, income
- Gender, Occupation
- Social class
- All the above **(Ans)**

14. SKU means

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- Segment Keeping Unit
- Stock Keeping Unit **(Ans)**
- Sample Keeping Unit
- All the above

15. Caveat Emptor means

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- Buyer beware **(Ans)**
- Seller beware
- Buyer and seller Beware
- None of the above

16. Obstacles to consumerism are

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- Lack of leadership
- Illiteracy
- Cumbersome legal process
- All the above **(Ans)**

17. Right to healthy environment means...

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- Protection against seller
- Protection against manufacturer
- Protection against Retailer
- Protection against environment pollution **(Ans)**

18. Rights to Redressal means....

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Seek redressal against unfair trade practice **(Ans)**

Seek help of police

All the above

None of the above

19. Right to information means....

*Mark only one oval.*

Information about R&D

Information about invention

Information about quality, quantity, purity, price **(Ans)**

None of the above

20. Consumerism benefits ....

*Mark only one oval.*

Company

Customer

Both **(Ans)**

None

21. Economic model of CB deals with

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Getting more benefit at minimized cost **(Ans)**

Getting less benefit at more cost

Both are True

Both are False

22. Learning model of CB deals with.....

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Attending class

Satisfying basic and learned needs **(Ans)**

Both are correct

Both are wrong

23. Evaluation of product means...

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- Comparing and Contrasting with other products **(Ans)**
- Buying products
- Returning products
- All the above

24. Post purchase behavior deals with ...

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- At the time of purchase
- At the time of transit
- After purchase **(Ans)**
- None of the above

25. Marketing Stimuli may include

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- satisfaction
- Dissatisfaction
- Problem
- 4 P's **(Ans)**

26. Learning constructs involves

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- Intention, attitude, choice **(Ans)**
- Stimulus, attention
- Quality, price
- Purchase

27. External influences for purchase are

*Mark only one oval.*

- Culture **(Ans)**
- income
- Both
- None

28. Gatekeeper means...

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- Who opens and closes gate
- Who locks gate
- Puts filter on products and services which enters decision set **(Ans)**
- None of the above

29. Complex decision making involves...

*Mark only one oval.*

- More time is spent **(Ans)**
- Less time spent
- Both are right
- Both are wrong

30. Low involvement decision making....

*Mark only one oval.*

- Involves friends
- Involves wife
- Involves kids
- Less time is required to buy product **(Ans)**

31. Passive view of purchase decision making...

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- Consumers are irrational in purchasing **(Ans)**
- Consumers are rational in purchasing
- Consumers simple buy products
- Consumers never buy products

32. Emotional view of purchase decision making means...

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- Impulse buying **(Ans)**
- Simple buying
- Wife influences to buy
- Friends influences to buy

33. Antecedent States means

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- Temporal physiological and mood states **(Ans)**
- When customer is unhappy
- When customer refers
- None of the above

34. Task definition means

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- Reason for communication act
- Reason to visit
- Reason to buy **(Ans)**
- Reason to return

35. Company 'X' planning to open restaurant in front of our college. Discuss the factors affecting on the sale of the food items.

Economic, socio-cultural factors need to be discussed.

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36. Mention any two business opportunities due to change in business scenario due to COVID-19.

Online tuitions, Telemedicine & Mobile labs.

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37. With the help Howard sheth model explain mobile purchase process.

Input-Process-Output model suppose to discussed by considering mobile purchase process.

38. Discuss the change in the education scenario due to COVID-19, suggest new business model to accommodate present challenge profitably.

Credit based online courses which can make students industry ready, students can discuss their own ideas.

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