

# Consumer Behavior. IAT 2. 18MBAMM301

III semester IAT 2, 28/10/2020. 2PM TO 3 PM.

\* Required

1. USN \_\_\_\_\_

2. 1) Motivation means... \* 1 point  
*Mark only one oval.*

Driving Force **(Ans)**

Pain

Consumer Behavior

Awareness

3. 2) Motivation may be... \* 1 point  
*Mark only one oval.*

Intrinsic

Extrinsic

Both are correct **(Ans)**

Both are wrong

4. 3) Needs are \* 1 point  
*Mark only one oval.*

Biogenic **(Ans)**

Artificial

Created by marketer

None of the above

5. 4) Innate needs are... \* 1 point  
*Mark only one oval.*

Primary needs **(Ans)**

Secondary needs

Tertiary needs

None of the above

6. 5) Acquired needs are... \* 1 point  
*Mark only one oval.*

- Tertiary needs
- Secondary needs **(Ans)**
- Primary needs
- Biogenic needs

7. 6) Goals are... \* 1 point  
*Mark only one oval.*

- Person intend to achieve **(Ans)**
- Person never want to achieve
- Unwanted outcome
- None of the above

8. 7) Generic goals are.... \* 1 point  
*Mark only one oval.*

- Connected to fulfill needs **(Ans)**
- Connected to branded products
- Connected to unbranded products
- All the above

9. 8) Product specific goals are... \* 1 point  
*Mark only one oval.*

- Consumer never selects goals
- Consumer specific to branded products **(Ans)**
- Consumers are not specific to branded products
- None of the above

10. 9) Positive motivation related to... \* 1 point  
*Mark only one oval.*

- Induces people to work in best possible manner **(Ans)**
- Never induces people to do best
- Not connected to marketing
- None of the above

11. 10) Negative motivation aims at... \* 1 point  
*Mark only one oval.*
- Never creates sense of fear
  - Creates sense of fear **(Ans)**
  - Connected to good performance
  - Connected to bad performance
12. 11) Rational motive means... \* 1 point  
*Mark only one oval.*
- Emotional decision making
  - Emotional online order
  - Logical reason for purchase **(Ans)**
  - No logical reason for purchase
13. 12) Emotional motive means... \* 1 point  
*Mark only one oval.*
- As per personal criteria **(Ans)**
  - As per public criteria
  - As per objective criteria
  - None of the above
14. 13) Physiological arousal of motive means... \* 1 point  
*Mark only one oval.*
- Mind needs
  - Bodily needs **(Ans)**
  - Both are corecct
  - Both are wrong
15. 14) Maslow's hierarchy involves... \* 1 point  
*Mark only one oval.*
- Three steps
  - Four steps
  - Five steps **(Ans)**
  - Six steps

16. 15) Need for self-actualization means... \* 1 point

*Mark only one oval.*

- Lowest level of need
- Mediocre level of need
- Highest need in hierarchy **(Ans)**
- None of the above

17. 16) Behavioral theories deals with.... \* 1 point

*Mark only one oval.*

- Based on observable behavior **(Ans)**
- Based on not observable behavior
- Based on learned behavior
- None of the above

18. 17) Cognitive theories deals with.... \* 1 point

*Mark only one oval.*

- Physical information processing
- Mental information processing **(Ans)**
- Both are correct
- Both are wrong

19. 18) Cue means... \* 1 point

*Mark only one oval.*

- Is a stimulus **(Ans)**
- Not a stimulus
- Both are right
- Both are wrong

20. 19) Response means.... \* 1 point

*Mark only one oval.*

- How individuals react to a drive **(Ans)**
- How individuals never react
- Both are correct
- Both are wrong

21. 20) Classical conditioning means.... \* 1 point
- Mark only one oval.*
- Stimulus is paired with another stimulus **(Ans)**
  - Stimulus is not paired
  - Stimulus not paired with anything else
  - None of the above

22. 21) Classical conditioning is acquisition of.... \* 1 point
- Mark only one oval.*
- Old knowledge
  - New knowledge **(Ans)**
  - Existing knowledge
  - None of the above

23. 22) Repetition.... \* 1 point
- Mark only one oval.*
- Decreases association
  - Increases strength of association **(Ans)**
  - Both are correct
  - Both are wrong

24. 23) Stimulus generalization means... \* 1 point
- Mark only one oval.*
- Ability to perceive differences
  - Inability to perceive differences **(Ans)**
  - Capacity to perceive difference
  - None of the above

25. 24) Positive reinforcement means... \* 1 point
- Mark only one oval.*
- Positive outcome strengthens the likelihood of specific response. **(Ans)**
  - Negative outcome weakens the likelihood of response
  - Both are right
  - Both are wrong

26. 25) Negative reinforcement means... \* 1 point  
*Mark only one oval.*

- Positive outcomes encourages specific behavior
- Negative outcomes serve to encourage a specific behavior **(Ans)**
- No influence
- None of the above

27. 26) Brand equity means... \* 1 point  
*Mark only one oval.*

- Negativity involved with the name
- Value inherent in a brand name **(Ans)**
- Both are right
- Both are wrong

28. 27) Cognitive component of Tri component model deals with \* 1 point  
*Check all that apply.*

- Beliefs **(Ans)**
- Ethics
- DO's and Dont's
- None of the above

29. 28) ELM means \* 1 point  
*Mark only one oval.*

- Extensive Likelihood model
- Expressive Likelihood model
- Elaboration Likelihood Model **(Ans)**
- None of the above

30. 29) Social buyer means... \* 1 point  
*Mark only one oval.*

- Who looks for best value
- Who looks for reports
- Who believes in recommendations of friends **(Ans)**
- None of the above

31. 30) Pragmatic buyer means... \*

1 point

Mark only one oval.

- Who looks for best value
- Who looks for celebrity **(Ans)**
- Both are right
- Both are wrong

32. 31) Discuss the application of Maslow's hierarchy of needs theory. (5 Marks)

Descriptive answer is needed.

Physiological, safety, belonging, esteem and self actualization needs to be connected.

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33. 32) Discuss the application of id, ego and superego in marketing. (5 Marks)

According to Freud psychoanalytic theory, the **id** is the primitive **and** instinctual part of the mind that contains sexual **and** aggressive drives **and** hidden memories, the **super-ego** operates as a moral conscience, **and** the **ego** is the realistic part that mediates between the desires of the **id and the super-ego**

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34. 33) Explain influence of perception on Consumer behavior (5 Marks)

**Perception** is a psychological variable involved in the Purchase Decision Process that is known to influence **Consumer Behavior**. Selective **perceptions** is categorized under two types: Low level – **Perceptual** vigilance and High level – **Perceptual** defense. **Perception** can be shaped by learning, memory and expectations.

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35. 34) Discuss the application of classical conditioning in advertising. (5 Marks)

Classical conditioning (also known as Pavlovian or respondent conditioning) is learning through association and was discovered by **Pavlov**, a Russian physiologist. In simple terms, two stimuli are linked together to produce a new learned response in a person or animal.

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