

Internal Assessment Test - III

|  |  |            |            |     |
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| Sub:   | Consumer Behaviour   | Code:      | 18MBAMM301 |     |
| Date:  | 10/12/2020   | Duration:  | 60 mins    |     |
|  |  | Max Marks: | 50         |     |
|  |  | Sem:       | III        |     |
|  |  | Branch:    | MBA        |     |
|  |  | Marks      | OBE        |     |
|  |  |            | CO         | RBT |
| <b>Part A - Answer all the questions (30 * 1 = 15 marks)</b> |  |            |            |     |
| 1  | Social class is defined as...<br>a. Division of members of a society into a hierarchy of distinct status.<br>b. Division of marketing.<br>c. Division of work.<br>d. None of the above   |            | 1          | 2   |
| 2  | Social stratification is....<br>a. Is relative ranking of members of each social class.<br>b. Segmenting, Targeting and Positioning<br>c. Services related aspects.<br>d. None of the above.   |            | 1          | 2   |
| 3  | Subjective method of social class measurement is...<br>a. Ranked by others<br>b. Ranking themselves.<br>c. Ranking by external agency.<br>d. Ranking by government.  |            | 1          | 2   |
| 4  | Reputation method of social class measurement is....<br>a. Ask members of a community to rank each other in the status system.<br>b. Ask others to rank the member of community.<br>c. Ask third party agency to rank.<br>d. None of the above |            | 1          | 2   |
| 5  | Objective method of social class measurement is.....<br>a. Based on certain objective factors (like occupation, education)..<br>b. Based on purchase behaviour.<br>c. Based on gender.<br>d. None of the above.                                |            | 1          | 2   |
| 6  | Broadly how many social class categories are there in India.....<br>a. Three<br>b. Four<br>c. Five<br>d. Six   |            | 1          | 2   |
| 7  | Culture means.....<br>a. Sum total of assets an individual possessions.<br>b. Sum total of learned beliefs, values and customs.<br>c. Sum total of liabilities.<br>d. None of the above.   |            | 1          | 2   |
| 8  | Formal learning means...<br>a. Parents and elders teach children the proper way to behave.<br>b. Marketing manager teach about products.<br>c. Customer care executive discussion with customers.<br>d. None.                                  | 1          | 2          |     |
| 9  | Informal learning is...<br>a. Learn through hand holding by Marketing managers.<br>b. Learn by imitating the behaviour of parents, friends, watching TV.<br>c. Learn through training classes.<br>d. None.                                     | 1          | 2          |     |

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| 10 | Technical learning is.....<br>a. Without instructions learning.<br>b. Instruction given about specific method.<br>c. No method is followed.<br>d. None.  |
| 11 | Environment oriented values concerned with.....<br>a. Cleanliness, Performance, Nature.<br>b. Pollution, problems<br>c. Developing products<br>d. None   |
| 12 | Self-oriented values are....<br>a. Ego related issues<br>b. Active, passive, material, non-material, Hard work, leisure related issues.<br>c. Competitor influence.<br>d. None.                                |
| 13 | Dissolution stage is concerned with.....<br>a. Death of one spouse.<br>b. Death of kid.<br>c. Death of grand father.<br>d. All the above.  |
| 14 | Contractual group means.....<br>a. In which person holds membership.<br>b. No membership with group.<br>c. Never want to associate.<br>d. None.  |
| 15 | An Avoidance group means.....<br>a. Wants membership in group.<br>b. Disapproves group values.<br>c. Holds membership.<br>d. None  |
| 16 | Opinion leadership means....<br>a. Who communicates informally about product and service to others.<br>b. Who never communicates.<br>c. Who is a political leader.<br>d. All the above.                        |
| 17 | Self designating method of opinion leadership method means.....<br>a. Degree to which they behave as opinion leader.<br>b. They never behave like leaders.<br>c. Least bothered about others.<br>d. None.      |
| 18 | The socio metric method of opinion leadership deals with....<br>a. Never gives opinion.<br>b. Who gives information and advice, acts as opinion leader.<br>c. Never communicates to outside world.<br>d. None. |
| 19 | Key informant method means.....<br>a. Individuals in group who are opinion leaders.<br>b. People who never recommend.<br>c. They are from other group.<br>d. None.   |
| 20 | Market mavens means.....<br>a. Market participant with great deal of knowledge and connections.<br>b. Market participant with no knowledge.<br>c. Customer who has good friends network.<br>d. None.           |
| 21 | Authority figure means.....<br>a. Person who gives product news, advice, narrates experience.<br>b. Person who is head of family.<br>c. Person who take cares of family.<br>d. None.                           |
| 22 | Trend setter means.....  |

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| <b>1</b> | <b>2</b> |
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| <b>1</b> | <b>3</b> |
| <b>1</b> | <b>3</b> |
| <b>1</b> | <b>3</b> |
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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 |
| L6              | design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate                                   |

**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  |

