



Internal Assessment Test - III

			- Internat	Assessment				1	1		
Sub:	Consumer Behavi	our						Code:	18MB	AMM3	01
Date:	10/12/2020	Duration:	60 mins	Max Marks:	50	Sem:	III	Branch:	MBA		
								_		0.00	
										OBE	
								Marks	s CC	RI	ВТ
	Dont A	A newor all t	ho guesti	ons (30 * 1 =	15 mc	velza)					
	Tart A - 1	Aliswei ali t	ne quesu	ons (30 · 1 –	13 1116	ii KS)					
1	Social class is defined a								1		2
			ociety into	a hierarchy of	distinc	t status.					
	b. Division of m	_									
	c. Division of w										
	d. None of the ab										
2	Social stratification		0 1						1		2
		king of member		ocial class.							
	b. Segmenting, Tc. Services relate	Targeting and Po	osmoning								
	d. None of the at										
3	Subjective method		ass measi	arement is					1		2
	a. Ranked by o	thers									
	b. Ranking ther										
	c. Ranking by ex										
	d. Ranking by go	overnment.									
1	Reputation method	d of social cl	lass meas	urement is					1		2
				ch other in the st	atus syst	tem.					
		rank the memb		iunity.							
		y agency to ran	K.								
5	d. None of the a		00.000	mamant is					1		2
,	Objective method a. Based on certa			ccupation, educa	tion)				1		4
		chase behaviou		ecupation, educa	11011)						
	c. Based on geno		••								
	d. None of the a										
5	Broadly how many	social class	categories	are there in I	ndia				1		2
	a. Three		C								
	b. Four										
	c. Five										
7	d. Six								1		_
'	Culture means	ssets an individ	uel pessessi	iona					1		2
		earned beliefs, v									
	c. Sum total of li		varaes and e	distorris.							
	d. None of the al	oove.									
3	Formal learning means								1		2
				per way to behav	e.						
		nager teach abo									
	c. Customer care d. None.	caecunve disc	ussion With	customers.							
)	Informal learning	is							1		2
	a. Learn throu		ding by N	Marketing ma	nagers	<u>.</u>			1		_
	b. Learn by i						tchin	o			
	TV.	imating tile	ocnavi0	ur or parents	, 111011	us, wa	C11111	5			
		igh training	alaccas								
	c. Learn throu	ign danning	Ciasses.								
	d. None.							_			

10	Technical learning is
10	Technical learning is a. Without instructions learning.
	b. Instruction given about specific method.
	c. No method is followed.
	d. None.
11	Environment oriented values concerned with
11	a. Cleanliness, Performance, Nature.
	b. Pollution, problems
	c. Developing products
	d. None
12	Self-oriented values are
	a. Ego related issues
	b. Active, passive, material, non-material, Hard work, leisure related issues.
	c. Competitor influence.
	d. None.
13	Dissolution stage is concerned with
	a. Death of one spouse.
	b. Death of kid.
	c. Death of grand father.
	d. All the above.
14	Contractual group means
	a. In which person holds membership.
	b. No membership with group.
	c. Never want to associate.
1.7	d. None.
15	An Avoidance group means
	a. Wants membership in group.
	b. Disapproves group values.
	c. Holds membership. d. None
16	Opinion leadership means
10	a. Who communicates informally about product and service to others.
	b. Who never communicates.
	c. Who is a political leader.
	d. All the above.
17	Self designating method of opinion leadership method means
	a. Degree to which they behave as opinion leader.
	b. They never behave like leaders.
	c. Least bothered about others.
	d. None.
18	The socio metric method of opinion leadership deals with
	a. Never gives opinion.
	b. Who gives information and advice, acts as opinion leader.
	c. Never communicates to outside world.
10	d. None.
19	Key informant method means
	a. Individuals in group who are opinion leaders.
	b. People who never recommend.
	c. They are from other group. d. None.
20	d. None. Market mavens means
20	a. Market participant with great deal of knowledge and connections.
	b. Market participant with no knowledge.
	c. Customer who has good friends network.
	d. None.
21	Authority figure means
	a. Person who gives product news, advice, narrates experience.
	b. Person who is head of family.
	c. Person who take cares of family.
	d. None.
22	Trend setter means
1	

1	2
1	2
1	2
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1	2
1	3
1	3
1	3

	a. These people will never buy new products.							
	b. Innovative people often purchase new products.							
	c. They wait others to buy products. d. None.							
23	Diffusion means							
23	a. Innovation never reaches target market.							
	b. Innovation communicated to social system.							
	c. Innovation kept confidential.							
	d. None.							
24	Interest stage in adoption means							
	a. Developing favourable or unfavourable image.							
	b. Never purchasing product.							
	c. Never endorsing product.							
25	d. None.							
25	What do you mean by adoption a. Not purchasing.							
	b. Purchasing.							
	c. Never purchasing.							
	d. None.							
26	Early adopters means							
	a. Ready to take calculated risk in purchasing new	product or	servic	e.				
	b. Thinking to purchase new product.	•						
	c. They are aged people.							
	d. None.							
27	Who are laggards							
	a. Adoption with reluctance.							
	b. Never adopt.							
	c. Adopt product or service. d. None							
28	CRM Means							
20	a. Client Relationship management.							
	b. Customer Relationship Marketing.							
	c. Customer Relationship Management.							
	d. None.							
29	Operational CRM deals with							
	a. Sales force automation, Marketing automation,	Service auto	omatio	n.				
	b. Relationship Management.							
	c. Front office work.							
	d. None.							
30	E-CRM deals with							
	a. Electronic components with CRM.							
	b. CRM offline.							
	c. Front office discussion.							
21	d. None.							
31	Explain diffusion process.							
32	Explain advantages of e-CRM.							
33	How culture impacts the purchasing.							
34	Explain influence of family life cycle on purchase.							
			1			-	1	
	Course Outcomes	P01	PO2	PO3	P04	PO5		
				Ь	Ь	Ь	_	
	Understand the begins of toyetion and	1a,b,c						
CO1:	Understand the basics of taxation and	2a,b,c						
	process of computing residential status.	3a,b,c						
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CO2:	Calculate taxable income under different				4			
	heads						_	
CO3:	Understand deductions and calculation of							
	tax liability of Individuals.							

CO4: Know the corporate tax system.					
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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	С	С	b	d	d	b	b	b	С	С	a	С	a	b	d	b	С	b	a	b