BIJU PATNAIK INSTITUE OF IT & MANAGEMENT STUDIES

3rd SEMESTER (BATCH 2018-20)
CLASS TEST - I
Consumer Behaviour (18MBA-301A)

Total Marks : 15   **Time: 1 Hour**

Q1.   **Answer the following Questions:**   **[1×5]**

   a) Define consumer behaviour.

   b) What is the S-R orientation?

   c) What do you understand by advertising wear-out?

   d) What does the term psychographics refer to?

   e) What is routine response behaviour?

Q.2.   **Answer any two of the following :**   **[2.5 X 2]**

   a) How do consumers store, retain, and retrieve information?
   b) Explain the application of the "figure and ground" principle in the context of a newspaper advertisement.
   c) Explain the concepts of positive and negative reinforcement with suitable examples.

Q.3.   **Answer any one of the following :**   **[5 X 1]**

   a) You are the newly appointed Marketing Manager for company that is about to introduce an olive oil (for cooking) brand named - "Taste Buds". How can you - analyze the market opportunity, select the target market and develop the marketing mix by taking into account the taste & preferences of Indian consumers.
   b) The chances of a product's adoption and subsequent diffusion are largely dependent on its nature. The rate at which the diffusion of an innovation takes place is a function of a number of factors. Explain any five factors with examples.

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BIJU PATNAIK INSTITUE OF IT & MANAGEMENT STUDIES

3rd SEMESTER (BATCH 2017-19)
CLASS TEST - I
Consumer Behaviour (MNG-306A)

Total Marks : 15   **Time: 1 Hour**

Q1. Explain the Terms (All questions are compulsory):   **(5X1 Mark)**

   a) Stimulus

   b) Disruptive Innovation

   c) AIO

   d) Attention

   e) Reinforcement

Q2. Answer any two of the following questions briefly.   **(2X2½ Marks)**

   a) Discuss the relevance of AIDA model.

   b) Discuss the implications of Classical conditioning theory.

   c) Discuss the relevance of VALS in today's market.

Q3. Answer any one question elaborately.   **(1X5 Marks)**

   a) Discuss the validity of consumer decision process.

   b) Take an example and explain factors influencing consumer behaviour.

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BIJU PATNAIK INSTITUE OF IT & MANAGEMENT STUDIES

3rd SEMESTER (BATCH 2016-18)
CLASS TEST - I
Consumer Behaviour (MNG-306A)

Total Marks : 15   **Time: 1 Hour**

Q1. Explain the Terms (All questions are compulsory):   **(5X1 Mark)**

   a) Consumer

   b) Predisposition

   c) Satisfaction

   d) Attention

   e) Evoked set

Q2. Answer any two of the following questions briefly.   **(2X2½ Marks)**

   a) Discuss the relevance of AIDA model?

   b) Discuss the implications of Classical conditioning theory?

   c) How does a consumer frame the decision rules?

Q3. Answer any one question elaborately.   **(1X5 Marks)**

   a) Discuss the validity of consumer decision process.

   b) Discuss the importance Nicosia Model in today's market.

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BIJU PATNAIK INSTITUE OF IT & MANAGEMENT STUDIES

3rd SEMESTER (BATCH 2015-17)

CLASS TEST - I

Consumer Behaviour (MNG-306A)

Total Marks : 15   **Time: 1 Hour**

(Answer as per the instruction given in each question)

CONSUMER BEHAVIOUR

I.   Write few lines on the following… (Any five)   (1x5= 5 Marks)
1. Phenomenology
2. Social Need
3. Positioning
4. Target Market
5. Consumer Buying Power
6. Stimulus Ambiguity
7. Demography
8. Non-programmed Decision Making
9. Routinized problem solving (RPS)
10. Figure and ground

II.   Write Short Notes on the following… (Any two)   (2.5X 2= 5 Marks)

1. What are the characteristics of a "good" market segment?
2. Explain the difference between demographic variables and psychographic variables in terms of consumer behavior, and give a specific example of each.
3. Discuss the two types of consumer behavior categories and give a specific example of each category.

III.   Long Type Notes… (Any one)   (5X 1=5 Marks)

1. Discuss why customer retention is so important compared to finding new customers.
2. Explain what is meant by the "need for power."

"… BEST OF YOUR ABILITY …"

BIJU PATNAIK INSTITUE OF IT & MANAGEMENT STUDIES

3rd SEMESTER (BATCH 2014-16)

CLASS TEST - I

Consumer Behaviour (MBA-303A)

Total Marks : 15   **Time: 1 Hour**

(Answer as per the instruction given in each question)

I.   **Please write the sentence and mention TRUE or FALSE - (Any Five)   [1x5=5]**
1. The study of consumer behavior is viewed as the edifice of the selling concept.
2. The knowledge of consumer behavior does not find relevance in Governmental and Non-profit Organizations and in Social Marketing.
3. According to the cognitive theorists, response towards stimuli are not always reflexive and automatic, or out of pure conditioning.
4. Branding is a perceptual process that enables formation of mental images within a person.
5. Visual cues always gain over semantics in terms of storage, recall and retrieval.
6. Highly involved people are they are said to be possessing narrow latitude of acceptance and wide latitude of rejection.
7. Consumers, who are involved lowly with a product category are likely to be brand loyal and would tend to patronize select brands.
8. An individual's personality remains consistent over time and is enduring in nature.

II.   **Write short notes on any two of the following :   [2.5x2=5]**
Compare and Comment on the positioning strategy of following companies:

a) Nivea Men Deo v/s Wild Stone Deo Sprays

b) Bajaj Discover v/s Hero Glamour Motor Bike

c) YiPPee Noodles v/s Knorr Soupy Noodles

III.   **Answer any one of the following :   [5 x 1=5]**

1. In Gestalt Model, consumption behavior and decision making is based on how a consumer perceives a stimuli (the product and the service offering and the 4 Ps) vis a vis the external environment and his/her own prior experiences. **Write a note on Myntra's controversial new Ad of the Bold and Beautiful**.

2. Consumer personality is defined as the characteristics that determine and reflect how consumers make choices with regard to buying patterns and consumption behavior. **Gillette Shaving Blade Blue made for India.**

3. Personality can change under certain circumstances and over life span, like for example in reaction to abrupt events/incidents/situations as also due to gradual maturing with age. **Justify your answer with a suitable Post-Retirement Life of an Individual (An example from your near or dear circle).**

"Best of Your Ability"