



KERALA AGRICULTURAL UNIVERSITY
B.Sc. (Hons.) C&B 2016 Admission
VI Semester Final Examination- August -2019

Mmgt.3209

Consumer Behavior (1+1)

Marks: 50
Time: 2 hours

I Fill in the blanks (10x1=10)

- 1 Which of the following would be the best illustration of a subculture?
a) A religion b) A group of close friends
c) Your University d) A fraternity or sorority
- 2 The relatively homogeneous and enduring divisions in a society, which are hierarchically ordered and whose members share similar values, interests, and behavior constitute.....
a) A culture b) A subculture
c) A social class d) A family
- 3 A person'sconsist(s) of all the groups that have a direct (face-to-face) or indirect influence on his/her attitudes or behavior.
a) Subculture b) Family
c) Social class d) Reference groups
- 4 The family in a buyer's life consisting of parents and siblings is the.....
a) family of procreation b) family of influence
c) family of efficiency d) family of orientation
- 5 is the single factor that best indicates social class.
a) Time b) Money
c) Occupation d) Fashion

State True or False

- 6 Consumer affect and cognition processes occur in isolation and largely, if ever, interact in determining a response to stimulus object.
- 7 The consumer environment refers to all external forces that exert influence upon what consumer's think, feel, and do.
- 8 The integration process is not a key element in consumer decision making.
- 9 Generally, the results of deep comprehension are more likely to be remembered by the consumer.
- 10 Push strategies emphasize the use of sales, coupons, and other strategies designed to push consumers into the store.

II Write short notes on ANY FIVE of the following (5x2=10)

- 1 Market Segmentation.
- 2 Diffusion of innovations.
- 3 Product disposition.
- 4 Personality traits.
- 5 Types of motivation.
- 6 Selective barrier to perception.
- 7 Social groups.

III Answer ANY FIVE of the following. (5x4=20)

- 1 Explain the need to study consumer behavior for marketers?
- 2 Various types of market segmentation.

P T O

- 3 Discuss the process of post purchase evaluation.
- 4 Discuss the antecedents of formation of consumer attitude.
- 5 How does culture affect the behavior of consumers?
- 6 What are the criteria to find if the customer is satisfied or dissatisfied?
- 7 Role of reference groups in forming the behavior of consumers.

IV Write an essay on ANY ONE of the following (1x10=10)

- 1 History and strategies of consumer research.
- 2 Explain the steps undertaken by a consumer while making purchase and pre purchase decisions?
