

Total No. of printed pages = 2

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Roll No. of candidate

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214 /2021

M.B.A. 3rd Semester End-Term Examination

CONSUMER BEHAVIOURAL ANALYSIS AND RETAILING

(New Regulation)

(New Syllabus w.e.f 2017-18)

Full Marks – 70

Time – Three hours

The figures in the margin indicate full marks
for the questions.

Answer question No. 1 is compulsory and any *four* from the rest.

1. State true or false : (10 × 1 = 10)
- (i) Social class is relatively homogeneous and enduring divisions of the society as all human societies exhibit social stratification. (True/False).
 - (ii) Primary group means the group with whom the consumer avoids fairly regularly in an informal manner. (True/False).
 - (iii) Motivation is the internal feeling that makes a person to buy a certain product in order to satisfy a necessity. (True/False).
 - (iv) Abraham Maslow explained how customers are driven by different wants at a particular point of time. (True/False).
 - (v) Perception is the result of two types of inputs i.e., physical stimuli and past experience. (True/False).
 - (vi) Sensation is the immediate direct observation of the sensory organs to the stimuli. (True/False).
 - (vii) Brand Personality refers to the perception that is created by a brand in the minds of the consumers.
 - (viii) Stereotyping is the situation in which the evaluation of many products by a consumer is done based on a single parameter. (True/False).

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- (ix) The lowest level at which an individual can experience a sensation is called Absolute Threshold. (True/False).
- (x) Just Noticeable Difference means the maximum apparent difference between two stimuli observed by the consumer. (True/False).
2. (a) What is the role of attitude in consumer behaviour? Attitudes are the summary assessment a consumer makes about a product or brand or firm. - Explain. (4 + 4 = 8)
- (b) Discuss the methods of measuring attitude in consumer behaviour. (7)
3. (a) What is Consumer Motivation? Discuss how Maslow's Need Hierarchy can be implemented to explain the motivation of a customer. (2 + 6 = 8)
- (b) What is consumer learning? Explain the components of Observational Learning. (2 + 5 = 7)
4. (a) Reference groups influence consumer behavior by building aspirations for the individual and, helping him to choose the product for a particular lifestyle. - Discuss the various types of Reference Groups in this regard. (3 + 6 = 9)
- (b) What are the principles perceptual selection? (6)
5. (a) What is celebrity endorsement? What are the advantages and disadvantages of celebrity endorsement? (1 + 6 = 7)
- (b) What is Word of Mouth? How are Word of Mouth being important in Marketing? (3 + 5 = 8)
6. (a) "Freud's psychoanalytical theory stresses the unconscious nature of personality as a result of childhood conflicts." - Explain the statement. (7)
- (b) The concept of household or family life cycle is important for marketers in segmenting the market. (8)
7. (a) Discuss the various types of Retail Pricing Strategy with the help of suitable examples. (8)
- (b) What is site selection? What determines the site selection of a retail store? (1 + 6 = 7)