



UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Eighth Semester – 2020

Paper: Consumer Behaviour

Course Code: BBA-416 Part – I (Compulsory)

Time: 15 Min. Marks: 10

Roll No. in Fig.

Roll No. in Words.

Signature of Supdt.:

ATTEMPT THIS PAPER ON THIS QUESTION SHEET ONLY.

Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Q.1. Encircle the correct option.

(10x1=10)

1) A personal consumer buys goods for _____.

- A) His or her own use
- B) Consumption by coworkers
- C) His or her business
- D) His or her school

2) In consumer research, _____ is information that has already been collected for some other purpose, and is often helpful in designing a new research project.

- A) Primary research
- B) Secondary information
- C) Experimentation
- D) Negativism

3) Which of the following is most likely to successfully follow a mass-marketing strategy?

- A) A company that produces personal computers
- B) A company that runs a chain of discount grocery stores
- C) A company that manufactures custom stereo equipment
- D) A company that produces agricultural products

4) Motivation is produced by a state of tension, which exists as the result of _____.

- A) Peer pressure
- B) Environmental forces
- C) Satisfied desires
- D) Unfulfilled needs

5) In the study of personality, three distinct properties are of central importance. These are that _____.

- A) Personality reflects individual differences, personality is consistent and enduring, and personality can change
- B) Personality reflects similarities between individuals, personality is consistent and enduring, and personality can change
- C) Personality reflects individual differences, personality is consistent and enduring, and personality does not change
- D) Personality reflects similarities between individuals, personality is consistent and enduring, and personality does not change

6) The process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world is known as _____.

- A) Observation
- B) Perception
- C) Realization
- D) Rationalization

7) Newly acquired knowledge and personal experience serve as _____ to the individual and provide the basis for future behavior in similar situations.

- A) Stimulus
- B) Sensation
- C) Communication
- D) Feedback

8) A husband and wife and one or more children constitute a(n) _____.

- A) Empty nest
- B) Married couple
- C) Extended family
- D) Nuclear family

9) In terms of consumer behavior, _____ is defined as the sum total of learned beliefs, values, and customs that serve to direct the consumer behavior of members of a particular society.

- A) Conformity
- B) Individualism
- C) Culture
- D) Society

10) Extensive and limited problem solving, and routinized response behavior are three specific levels of _____.

- A) Conjunctive decision rules
- B) Economic problem solving
- C) Affect referral rules
- D) Consumer decision making



ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.No.2: Short Questions:

(20)

- I. What are the factors of Personality Traits?
- II. What are the elements of diffusion process?
- III. Explain the sub-dimensions of Perception?
- IV. Write short on note on Perceptual Organization?
- V. What steps required for designing and conducting quantitative research?
- VI. What is reapportioning?
- VII. What is difference between need and want?
- VIII. What are the elements of consumer segmentation?
- IX. What is customer relationship management?
- X. What are the elements of consumer innovators?

Q.No. 3: Discuss evaluation process of alternatives?

(10)

Q.No. 4: Explain the sub-dimensions of Perception to interpret stimuli into a meaningful and coherent picture of the world?

(10)

Q.No. 5: State and explain Murray's list of Psychogenic Needs?

(10)