



# UNIVERSITY OF THE PUNJAB

Seventh Semester – 2019

Examination: B.S. 4 Years Program

Roll No. in Fig. ....

Roll No. in Words. ....

**PAPER: Consumer Behavior (Marketing Specialization) MAX. TIME: 15 Min.**  
**Course Code: COMM-407 Part-I (Compulsory) MAX. MARKS: 10**

.....  
Signature of Supdt.:

**Attempt this Paper on this Question Sheet only.**

**Please encircle the correct option. 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 right answer, cutting and overwriting is not allowed. (1x10=10)**

1. What type of segmentation assumes that people who live close to one another are likely to have similar tastes and preferences?  
A) Geo-demographic  
B) Benefits sought  
C) Geographic  
D) Demographic
2. \_\_\_\_\_ is one of the most pervasive of all types of consumer behavior because we all act as personal consumers.  
A) End-use consumption  
B) Organizational consumption  
C) Societal consumption  
D) Philanthropic consumption
3. Consumers' consistent preference or purchase of same brand of a specific product is called:  
A) Brand loyalty  
B) Brand entertainment  
C) Brand personification  
D) Branding
4. When a company can deliver customized messages to a small market segment on an ongoing basis, this process is called:  
A) Social responsibility  
B) Narrowcasting  
C) Positioning  
D) Broadcasting
5. One of the following is not the element of perception:  
A) Sensation  
B) Retention  
C) Differential threshold  
D) Subliminal perception

P.T.O.



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Roll No. ....

**PAPER: Consumer Behavior (Marketing Specialization)**  
**Course Code: COMM-407 Part – II**

**MAX. TIME: 2 Hrs. 45 Min.**  
**MAX. MARKS: 50**

**ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED**

**Q2. Give short answers**

**(10x2 = 20)**

1. Define Cognitive Dissonance Theory?
2. State the criteria for effective targeting of market segments?
3. List down the five dimensions of the brand personality framework.
4. What are innate needs and acquired needs?
5. Briefly state the brand personality framework?
6. Elaborate abrasive advertising.
7. Explain briefly the basic learning theories?
8. Briefly explain what is a reference group from a consumer behavior and a marketing perspective?
9. List down some bases on which subcultures can be categorized.
10. Briefly explain the passive view of consumer decision making.

**Q3. Give answers of the following questions**

**(3X10 = 30)**

1. Explain the five basic levels of human needs as identified by Maslow's Hierarchy of Needs.
2. Define attitude. Explain the tri-component attitude model.
3. Explain the decisions a marketer must make while designing a message.