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) The behavior that consumers display in searching for, purchasing, using and evaluating of products and services that they expect will satisfy their needs is known as _____.
A) The production orientation
B) Consumer behavior
C) Narrowcasting
D) None of Above

2) During historical periods when demand exceeded supply, businesses adopted the _____orientation.
A) Marketing
B) Technology
C) Societal
D) Production

3) _____ refers to the development of a distinct image for the product in the mind of the consumer.
A) Targeting
B) Positioning
C) Placement
D) Promoting

4) One of the following of the various information sources available to consumers, is/are by far the most trusted and perceived as the most credible.
A) Word of mouth
B) Corporate websites
C) Online banner ads
D) Television ads

5) In the consumer decision making process, one of the following stage focuses on how consumers make decisions.
A) Analysis
B) Evaluation
C) Input
D) Process

6) One of the following is not the part of Trio of Needs:
A) Power
B) Need
C) Want
D) None of Above

P.T.O.

7) The minimal difference that can be detected between two similar stimuli is called:
   A) The differential threshold
   B) The just noticeable difference (JND).
   C) Both A and B
   D) Subliminal perception

8) Learning consists of four elements. One of the following is NOT element of learning:
   A) Motives
   B) Cues
   C) Responses,
   D) Need

9) The process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world is called:
   A) Learning
   B) Need
   C) Stimulus
   D) None of above

10) The benefits obtain between the customer's perceived benefits and the resources used to those is called:
   A) Customer Value
   B) Customer Satisfaction
   C) Customer Trust
   D) Customer Retention

UNIVERSITY OF THE PUNJAB
B.S. 4 Years Program / Eighth Semester – 2019

Roll No. ……………..

Paper: Consumer Behaviour
Course Code: BBA-416   Part – II

Time: 2 Hrs. 45 Min.   Marks: 50

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q2. Give short answers   (10x2 = 20)

1. What are the components of information processing?
2. What is Ego-Defensive Function of attitude?
3. What is Narrowcasting approach?
4. What is difference between salesperson credibility and vendor credibility?
5. State different tactics children use to influence family decision making?
6. Explain the role of rituals in culture to affect consumer behavior?
7. What is green marketing concept and how it affects consumer behavior?
8. State the elements to make a target market effective?
9. Define demography as element of external environment?
10. What is difference between positioning and repositioning?

Q3. Give answers of the following questions   (3X10 = 30)

Q. 1   Define Tri-component Attitude Model? Also explain the three components of model?
Q.2   What is the process of designing a persuasive massage effectively?
Q.3   Define opinion leadership? What different methods can be used to measure the degree of opinion leadership and its impact on consumer behavior?