



MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

Paper Code : MM 401/MM401 CONSUMER BEHAVIOUR

UPID : 004676

Time Allotted : 3 Hours

Full Marks :70

The Figures in the margin indicate full marks.

Candidate are required to give their answers in their own words as far as practicable

Group-A (Very Short Answer Type Question)

1. Answer any ten of the following :

[1 x 10 = 10]

- (I) Who introduced the concept of assembly line manufacturing of automobiles?
- (II) What are the 4P's of marketing?
- (III) B2B stands for _____.
- (IV) The customer or consumer is _____ when actual performance exceeds the expected performance of the product.
- (V) If performance meets consumer expectations, the consumer is _____.
- (VI) _____ publicity by a satisfied customer is the most effective and cheapest way to increase the business.
- (VII) A message that comes from a credible source that disappeared after several weeks is _____.
- (VIII) The buying process starts when the buyer recognizes a _____.
- (IX) _____ in a person is a genetic heritage.
- (X) _____ is nothing but willingness of consumers to purchase products and services as per their taste, need and of course pocket.
- (XI) The demand which is affected by price changes in short term is _____.
- (XII) Rules for purchasing are called _____.

Group-B (Short Answer Type Question)

Answer any three of the following :

[5 x 3 = 15]

2. What is the role of consumer behaviour in the contemporary environment? [5]
3. What is the role of the consumer as a buyer? [5]
4. What are the models of consumer involvement? [5]
5. What are the product motives? [5]
6. What are the Consumer Behaviour Models? [5]

Group-C (Long Answer Type Question)

Answer any three of the following :

[15 x 3 = 45]

7. Discuss the importance of market segmentation. [15]
8. What are the key differences between Corporate Social Responsibility and Social Marketing? Give examples of both in your answer. [15]
9. Define Culture. What Are The Characteristics Of Culture? [15]
10. What Is Limited Problem Solving (Lps).What Is consumer behaviour and its marketing Implications? [15]
11. What are the factors that influence consumer behaviour? [15]

*** END OF PAPER ***