

Roll. No.

O.M.R. Serial No.

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Question Booklet Number

400103

BBA (SEM.-IV) (NON-NEP) EXAMINATION, 2024
BUSINESS ADMINISTRATION
(Consumer Behaviour)

[BBA-401 (N)]

Paper Code

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Question Booklet
Series

C

Time : 1 : 30 Hours

Max. Marks : 75

Instructions to the Examinee :

1. Do not open the booklet unless you are asked to do so.
2. The booklet contains 100 questions. Examinee is required to answer 75 questions in the OMR Answer-Sheet provided and not in the question booklet. All questions carry equal marks.
3. Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be got immediately replaced.
4. Four alternative answers are mentioned for each question as - A, B, C & D in the booklet. The candidate has to choose the correct / answer and mark the same in the OMR Answer-Sheet as per the direction :

(Remaining instructions on last page)

परीक्षार्थियों के लिए निर्देश :

1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
2. प्रश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को 75 प्रश्नों को केवल दी गई OMR आन्सर-शीट पर ही हल करना है, प्रश्न-पुस्तिका पर नहीं। सभी प्रश्नों के अंक समान हैं।
3. प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR आन्सर-शीट को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका जिसमें कुछ भाग छपने से छूट गए हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, उसे तुरन्त बदल लें।
4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर- A, B, C एवं D हैं। परीक्षार्थी को उन चारों विकल्पों में से सही उत्तर छाँटना है। उत्तर को OMR उत्तर-पत्रक में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

(शेष निर्देश अन्तिम पृष्ठ पर)

SE

1. Which stage of the consumer decision-making process involves comparing various product options?
 - (A) Need recognition
 - (B) Information search
 - (C) Evaluation of alternatives
 - (D) Purchase decision
2. How do personal factors differ from social factors in consumer behavior?
 - (A) Personal factors involve individual characteristics, while social factors involve interactions with others.
 - (B) Social factors involve individual characteristics, while personal factors involve interactions with others.
 - (C) Personal factors only affect impulsive purchases, while social factors only affect planned purchases.
 - (D) Social factors only affect impulsive purchases, while personal factors only affect planned purchases.
3. What is the term used to describe the process of gathering information about products or services before making a purchase?
 - (A) Need recognition
 - (B) Product evaluation
 - (C) Information search
 - (D) Brand loyalty
4. How does "culture" influence consumer behavior?
 - (A) It has no impact on behavior
 - (B) It shapes individuals' values, beliefs, and customs
 - (C) It only affects impulsive purchases
 - (D) It determines the quality of products purchased
5. What role does advertising play in consumer behavior?
 - (A) It has no impact on behavior
 - (B) It provides information but doesn't influence decisions
 - (C) It influences perceptions and purchase decisions
 - (D) It only influences impulsive purchases
6. Which factor involves an individual's perception of their own financial situation?
 - (A) Social class
 - (B) Reference groups
 - (C) Income level
 - (D) Culture
7. How does "brand image" contribute to consumer behavior?
 - (A) It has no impact on behavior
 - (B) It influences perceptions and preferences for a brand
 - (C) It only affects brand loyalty
 - (D) It determines product quality

8. In the consumer decision-making process, what stage follows post-purchase evaluation?
- (A) Problem recognition
 - (B) Information search
 - (C) Purchase decision
 - (D) Post-purchase behaviour
9. The Theory of Reasoned Action suggests that consumer behavior is influenced by :
- (A) Personal beliefs and attitudes
 - (B) Social norms and perceived behavioral control
 - (C) Cultural values and rituals
 - (D) Emotional responses and moods
10. Which model proposes that consumer behavior is influenced by environmental, individual, and interpersonal factors?
- (A) The Howard-Sheth Model
 - (B) The Fishbein Model
 - (C) The Freudian Theory
 - (D) The Hierarchy of Needs Model
11. According to Maslow's Hierarchy of Needs, which need must be fulfilled first before others become motivating?
- (A) Self-actualization needs
 - (B) Esteem needs
 - (C) Safety needs
 - (D) Belongingness needs
12. The Engel-Kollat-Blackwell Model divides the consumer decision-making process into which stages?
- (A) Three stages
 - (B) Four stages
 - (C) Five stages
 - (D) Six stages
13. The Hierarchy of Effects model suggests that consumers move through a sequence of stages from :
- (A) Awareness to action
 - (B) Desire to purchase
 - (C) Cognition to satisfaction
 - (D) Attention to loyalty
14. Any individual who purchases goods and services from the market for his/her end-use is called a _____.
- (A) Customer
 - (B) Purchaser
 - (C) Consumer
 - (D) All of the above
15. _____ is nothing but willingness of consumers to purchase products and services as per their taste, need and of course pocket.
- (A) Consumer behaviour
 - (B) Consumer interest
 - (C) Consumer attitude
 - (D) Consumer perception
16. _____ is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use.
- (A) Consumer behaviour
 - (B) Consumer interest
 - (C) Consumer attitude
 - (D) Consumer perception

17. The basic premise of the _____ is that people's possessions contribute to and reflect their identities: that is, we are what we have.
- cognitive concept
 - personality concept
 - lifestyle concept
 - self-concept
18. A _____ consists of the activities people are expected to perform according to the persons around them.
- status
 - attitude
 - behavior
 - role
19. The first step of the buying process is recognition of _____ by the customer.
- Market
 - Need or Problem
 - Availability of product or service
 - Money or funds to buy
20. In the second step of the buying process the customer engages in :
- Evaluation of alternatives
 - Confirms need or problem
 - Information search
 - Buying
21. In consumer behavior, COM stands for :
- Consumer Decision Making
 - Customer Decision Mix
 - Customer Development Model
 - Consumer Decision Mapping
22. A customer is _____ when the performance of the product matches his expectations.
- Happy
 - Delighted
 - Dissatisfied
 - Satisfied
23. _____ is the final step in the Consumer Decision-Making model.
- Purchase
 - Post-purchase
 - Evaluation of alternatives
 - Information search
24. In a situation where parents buy toys for kids, the parents are _____.
- Decider
 - Maintainer
 - Buyer
 - All of the above
25. The purchase of items like Ice-cream, chocolate, or soft drinks demonstrate :
- Deliberate buying
 - Corrective buying
 - Effective buying
 - Impulsive buying
26. The customers who look for quality while making a purchase decision come under :
- Quality oriented style
 - Impulsive style
 - Pleasure oriented style
 - None of the above

27. What is consumer behavior?
- (A) The study of how businesses operate coiviroe
 - (B) The study of how individuals, groups, and organizations select, buy, use, and dispose of goods, service, ideas, or experiences to satisfy their needs and wants
 - (C) The study of government policies related to consumers
 - (D) The study of marketing strategies
28. Which of the following is NOT a factor influencing consumer behavior?
- (A) Social factors
 - (B) Economic factors
 - (C) Political factors
 - (D) Personal factors
29. What does the term "market segmentation" refer to?
- (A) The process of dividing a market into smaller groups with distinct needs, characteristics, or behaviors
 - (B) The process of combining different markets into one
 - (C) The process of setting prices in the market
 - (D) The process of advertising in the market
30. Which of the following is NOT a stage in the consumer decision-making process?
- (A) Need recognition
 - (B) Product creation
 - (C) Information search
 - (D) Post-purchase behaviour
31. What role do emotions play in consumer decision-making?
- (A) They have no impact on decision-making
 - (B) They can override rational decision-making processes
 - (C) They only influence impulsive purchases
 - (D) They are irrelevant in consumer behaviour
32. Which of the following is an example of personal factors influencing consumer behavior?
- (A) Culture
 - (B) Social class
 - (C) Age
 - (D) Reference groups
33. What is meant by the term "brand loyalty"?
- (A) The tendency of consumers to switch between brands frequently
 - (B) The attachment or commitment that consumers have to a particular brand
 - (C) The dislike of a particular brand
 - (D) The absence of brands in the market

34. What role do influencers play in consumer behavior?
- (A) They have no impact on behavior
 - (B) They influence purchase decisions through recommendations and endorsements
 - (C) They only affect impulsive purchases
 - (D) They determine product quality
35. What is the term for the process of evaluating the pros and cons of different product options?
- (A) Need recognition
 - (B) Information search
 - (C) Product evaluation
 - (D) Post-purchase behavior
36. How do cultural norms influence consumer behavior?
- (A) They have no impact on behavior
 - (B) They shape individuals' values, beliefs, and behaviors
 - (C) They only affect impulsive purchases
 - (D) They determine product availability
37. Which factor involves an individual's perception of their own financial situation?
- (A) Lifestyle
 - (B) Social class
 - (C) Income level
 - (D) Reference groups
38. What is the term for the process of selecting a product from among several options?
- (A) Need recognition
 - (B) Information search
 - (C) Product evaluation
 - (D) Purchase decision
39. How do reference groups influence consumer behavior?
- (A) They have no impact on behavior
 - (B) They provide information but don't influence decisions
 - (C) They serve as a point of comparison or reference for an individual
 - (D) They only influence impulsive purchases
40. What role does advertising play in consumer behavior?
- (A) It has no impact on behavior
 - (B) It provides information but doesn't influence decisions
 - (C) It influences perceptions and purchase decisions
 - (D) It only affects impulsive purchases
41. Which of the following is NOT a social factor influencing consumer behavior?
- (A) Family
 - (B) Friends
 - (C) Personal income
 - (D) Social media influencers

42. What role does social media play in consumer behavior?
- (A) It has no impact on behavior
 - (B) It provides information to consumers but does not influence their decisions
 - (C) It serves as a source of information and influences consumer opinions and behaviors
 - (D) It only influences impulsive purchases
43. What is meant by the term "perceived risk" in consumer behavior?
- (A) The actual risk associated with a product
 - (B) The risk perceived by the marketer
 - (C) The risk perceived by the consumer based on uncertainty about the outcome of a purchase decision
 - (D) The risk perceived by the government
44. What does the term "brand equity" refer to?
- (A) The value of a brand's physical assets
 - (B) The value of a brand's emotional or symbolic associations
 - (C) The value of a brand's advertising campaign
 - (D) The value of a brand's customer base
45. What is consumer behavior primarily concerned with?
- (A) Understanding how businesses operate
 - (B) Analyzing how consumers make purchase decisions
 - (C) Exploring government policies related to consumers
 - (D) Investigating marketing strategies
46. Which of the following is a factor influencing consumer behavior?
- (A) Atmospheric pressure
 - (B) Celestial events
 - (C) Social factors
 - (D) Geological formations
47. What does "market segmentation" involve?
- (A) Combining different markets into one
 - (B) Dividing a market into smaller groups with distinct needs or behaviors
 - (C) Setting prices in the market
 - (D) Deciding on marketing budgets
48. Marketers want their communication :
- (A) To be noted
 - (B) Believed
 - (C) Recalled
 - (D) All of the above

49. How does personal experience influence consumer behavior?
- (A) It has no impact on behavior
 - (B) It shapes individual preferences and decision-making
 - (C) It only affects impulsive purchases
 - (D) It determines product quality
50. Social needs as per A. Maslow is exhibited by :
- (A) Affection
 - (B) Friendship
 - (C) Belonging
 - (D) All of the above
51. Which one is studied for understanding consumer personality?
- (A) Trait theory
 - (B) Freudian theory
 - (C) Jungian theory
 - (D) All of the above
52. In a given society members exhibit common behaviour due to :
- (A) Culture
 - (B) Socialization
 - (C) Common society personality
 - (D) All of the above
53. Social classification is based on :
- (A) Income
 - (B) Occupation
 - (C) Education
 - (D) All of the above
54. Attitude is reflected by consumer in their :
- (A) Cognitive component
 - (B) Affective component
 - (C) Conative component
 - (D) All of the above
55. Which consumer behavior model suggests that consumers go through five stages in making a purchase decision?
- (A) Maslow's Hierarchy of Needs
 - (B) The Howard-Sheth Model
 - (C) The Engel-Kollat-Blackwell Model
 - (D) The Theory of Reasoned Action
56. According to the AIDA model, which stage comes last in the consumer's journey?
- (A) Attention
 - (B) Interest
 - (C) Desire
 - (D) Action
57. Which model emphasizes the influence of internal psychological factors, such as perception and attitudes, on consumer behavior?
- (A) The Fishbein Model
 - (B) The Howard-Sheth Model
 - (C) The Engel-Kollat-Blackwell Model
 - (D) The Freudian Theory

58. What role does product quality play in consumer behavior?
- (A) It has no Impact on behavior
 - (B) It influences perceptions and purchase decisions
 - (C) It only affects brand loyalty
 - (D) It determines advertising effectiveness
59. Which factor involves an individual's lifestyle, interests, and opinions?
- (A) Social class
 - (B) Reference groups
 - (C) Personality
 - (D) Culture
60. What is the term for the process of recognizing a difference between a desired state and an actual state?
- (A) Information search
 - (B) Need recognition
 - (C) Post-purchase behavior
 - (D) Product evaluation
61. How do social factors influence consumer behavior?
- (A) They have no impact on behavior
 - (B) They shape individuals' values, beliefs, and behaviors
 - (C) They only affect impulsive purchases
 - (D) They determine product quality
62. What role do discounts and promotions play in consumer behavior?
- (A) They have no impact on behavior
 - (B) They Influence purchase decisions by providing incentives
 - (C) They only affect brand loyalty
 - (D) They determine product quality
63. Which of the following is NOT a personal factor influencing consumer behavior?
- (A) Lifestyle
 - (B) Personality
 - (C) Culture
 - (D) Age
64. Market segmentation is done by Marketer through :
- (A) Demography
 - (B) Geography
 - (C) Psychography
 - (D) All of the above
65. How does product packaging influence consumer behavior?
- (A) It has no impact on behavior
 - (B) It affects perceptions of product quality and attractiveness
 - (C) It only affects brand loyalty
 - (D) It determines product availability

66. Utility, as a concept is :
- Subjective
 - Psychological
 - Relative
 - All of the above
67. What does the term "brand loyalty" mean?
- The tendency of consumers to switch brands frequently
 - The attachment or commitment that consumers have to a particular brand
 - The dislike of a certain brand by consumers
 - The lack of awareness about brands among consumers
68. Which of the following is an example of an external stimulus that might influence consumer behaviour?
- A consumer's mood
 - The price of a product
 - A consumer's personality
 - A consumer's income
69. What is meant by the term "attitude"?
- The physical characteristics of a product
 - The beliefs, feelings, and behavioral tendencies of an individual toward an object or idea
 - The price of the product
 - The advertising campaign for the product
70. Which of the following is NOT a stage in the consumer decision-making process?
- Problem recognition
 - Information search
 - Post-purchase evaluation
 - Product creation
71. Which of the following is NOT a type of reference group?
- Primary reference group
 - Secondary reference group
 - Aspirational reference group
 - Experiential reference group
72. Consumer's behaviour is studied in :
- Micro Economics
 - Macro Economics
 - Income Analysis
 - None of the above
73. Companies can know about customer loyalty by _____ the number of customer satisfaction questions.
- Increasing
 - Decreasing
 - Both (A) and (B)
 - None of the above
74. _____ is the totality of characteristics and features of a service or product that bear on its ability to satisfy implied or stated needs.
- Quality
 - Satisfaction
 - Value
 - Loyalty

75. What role does packaging play in consumer behavior?
- (A) It has no impact on behavior
 - (B) It influences perceptions and purchase decisions
 - (C) It only affects brand loyalty
 - (D) It determines product quality
76. Which of the following is an example of a psychological factor influencing consumer behavior?
- (A) Family size
 - (B) Social media influencers
 - (C) Perception of product quality
 - (D) Cultural values
77. What is the primary purpose of consumer behavior research?
- (A) To promote products
 - (B) To understand how consumers make decisions
 - (C) To analyze competitor strategies
 - (D) To ignore consumer preferences
78. What is the term for the process of consumers re-evaluating their purchase decisions after making a purchase?
- (A) Post-purchase behavior
 - (B) Pre-purchase evaluation
 - (C) Decision-making paralysis
 - (D) Consumer remorse
79. How do reference groups influence consumer behavior?
- (A) They have no impact on behavior
 - (B) They provide information but don't influence decisions
 - (C) They serve as a point of comparison or reference for an individual
 - (D) They only influence impulsive purchases
80. What role does personal experience play in consumer behavior?
- (A) It has no impact on behavior
 - (B) It shapes individual preferences and decision-making
 - (C) It only affects impulsive purchases
 - (D) It determines product quality
81. Which of the following is NOT a social factor influencing consumer behavior?
- (A) Family
 - (B) Friends
 - (C) Personal income
 - (D) Social media influencers
82. How do attitudes influence consumer behavior?
- (A) They have no impact on behavior
 - (B) They shape individuals' preferences and choices
 - (C) They only affect impulsive purchases
 - (D) They determine product quality

83. _____ refers to how an individual perceives a particular message.
- (A) Consumer behaviour
(B) Consumer interest
(C) Consumer attitude
(D) Consumer interpretation
84. _____ refers to the buying behavior of final consumers.
- (A) Target market buying
(B) Consumer buyer behavior
(C) Business buying behavior
(D) Market segment buying
85. Which need occupies 4th stage in A. Maslow need hierarchy model?
- (A) Safety
(B) Egoistic
(C) Self-actualization
(D) Social
86. Social factors considered by selecting the target group of customer focus on :
- (A) Family
(B) Reference group
(C) Opinion leaders
(D) All of the above
87. Consumer purchases are influenced strongly by cultural, social, personal, and _____.
(A) psychometric characteristics
(B) psychological characteristics
(C) psychographic characteristics
(D) supply and demand characteristics
88. Reference group serve as a :
- (A) Initiator
(B) Informer
(C) Influensor
(D) All of the above
89. _____ is the action and decisions process of people who purchase goods and services for personal consumption.
- (A) Consumer interest
(B) Consumer attitude
(C) Consumer behavior
(D) Consumer Interpretation
90. _____ is one of the most basic influences on an individual's needs, wants, and behaviour.
- (A) Culture
(B) Price
(C) Brand
(D) Product
91. Different social classes tend to have different attitudinal configurations and _____ that influence the behaviour of individual members.
- (A) finances
(B) values
(C) personalities
(D) decision makers

92. How do emotions influence consumer decision-making?
- (A) They have no impact
 - (B) They can override rational decision-making
 - (C) They only affect impulsive purchases
 - (D) They're unimportant in consumer behaviour
93. Which is an example of personal factors affecting consumer behavior?
- (A) Weather conditions
 - (B) Economic trends
 - (C) Social media influencers
 - (D) Age and gender
94. What is "brand loyalty"?
- (A) Frequent switching between brands
 - (B) Commitment to a particular brand
 - (C) Disliking a particular brand
 - (D) Lack of brands in the market
95. What role does social media play in consumer behavior?
- (A) No role
 - (B) Provides information but doesn't influence decisions
 - (C) Source of information and influences opinions
 - (D) Only impacts impulsive purchases
96. What does "perceived risk" mean?
- (A) Actual risk of a product
 - (B) Risk perceived by marketers
 - (C) Risk perceived by consumers due to outcome uncertainty
 - (D) Risk perceived by government agencies
97. Conditioned learning is proposed by :
- (A) Ivon Pavlov
 - (B) M.E. Porter
 - (C) K. Ohmal
 - (D) P.F. Drucker
98. Which of the following is NOT a social factor Influencing consumer behavior?
- (A) Family
 - (B) Friends
 - (C) Occupation
 - (D) Reference groups
99. What does "word-of-mouth communication" refer to in consumer behavior?
- (A) Communication through letters
 - (B) Communication through social media
 - (C) Communication through spoken recommendations
 - (D) Communication through advertising
100. What is the purpose of "market research" in consumer behavior studies?
- (A) To invent new products
 - (B) To analyze consumer behavior patterns
 - (C) To promote existing products
 - (D) To ignore consumer preferences

Example :

Question :

Q.1 (A) ● (C) (D)

Q.2 (A) (B) ● (D)

Q.3 (A) ● (C) (D)

5. Each question carries equal marks. Marks will be awarded according to the number of correct answers you have.
6. All answers are to be given on OMR Answer Sheet only. Answers given anywhere other than the place specified in the answer sheet will not be considered valid.
7. Before writing anything on the OMR Answer Sheet, all the instructions given in it should be read carefully.
8. After the completion of the examination, candidates should leave the examination hall only after providing their OMR Answer Sheet to the invigilator. Candidate can carry their Question Booklet.
9. There will be no negative marking.
10. Rough work, if any, should be done on the blank pages provided for the purpose in the booklet.
11. To bring and use of log-book, calculator, pager & cellular phone in examination hall is prohibited.
12. In case of any difference found in English and Hindi version of the question, the English version of the question will be held authentic.

Impt. On opening the question booklet, first check that all the pages of the question booklet are printed properly. If there is any discrepancy in the question Booklet, then after showing it to the invigilator, get another question Booklet of the same series.

उदाहरण :

प्रश्न :

प्रश्न 1 (A) ● (C) (D)

प्रश्न 2 (A) (B) ● (D)

प्रश्न 3 (A) ● (C) (D)

5. प्रत्येक प्रश्न के अंक समान हैं। आपके जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
6. सभी उत्तर केवल ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर ही दिये जाने हैं। उत्तर-पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
7. ओ०एम०आर० उत्तर-पत्रक (OMR Answer Sheet) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाये।
8. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी OMR Answer Sheet उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें। परीक्षार्थी अपने साथ प्रश्न-पुस्तिका ले जा सकते हैं।
9. निगेटिव मार्किंग नहीं है।
10. कोई भी रफ कार्य, प्रश्न-पुस्तिका में, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।
11. परीक्षा-कक्ष में लॉग-बुक, कैल्कुलेटर, पेजर तथा सेल्युलर फोन ले जाना तथा उसका उपयोग करना वर्जित है।
12. प्रश्न के हिन्दी एवं अंग्रेजी रूपान्तरण में भिन्नता होने की दशा में प्रश्न का अंग्रेजी रूपान्तरण ही मान्य होगा।

महत्वपूर्ण: प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्नपुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सिरीज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।

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