Semester: 3rd Semester
Programme: MBA
Paper Code: M 304

February 2025
(Consumer Behaviour)

Answer all questions.
The figures in the right-hand margin indicates marks

Time: 3 Hours **Full Marks: 80**

Group - A

1. Answer all the questions **[20×1]**

(a) A person, who purchases the product for his/her own consumption is called as .....?
(i) Customer (ii) Consumer
(iii) Buyer (iv) Receiver

(b) A study of life-style is popularly called as .....?
(i) Life-style study (ii) Consumer behavior study
(iii) Psychographics (iv) Behavioural study

(c) An innovative product that came to the market recently, is understood, purchased, and used gradually by a person. This phenomenon is called as .....?
(i) Adoption (ii) Diffusion
(iii) Purchase process (iv) Acceptance process

(d) An individual, who offers knowledge and information to others because of his/her expertise and without any monetary benefits, is called as what?
(i) Consumer adviser (ii) Opinion leader
(iii) Opinion receiver (iv) Marketing experts

(e) Gate-keeper play an important role under the which type of buying roles?
(i) Consumer buying roles (ii) Family buying roles
(iii) Industrial buying roles (iv) None of the above

(f) Which of the following is wrong regarding three specific level of consumer decision making?
(i) Wider problem solving (ii) Extensive problem solving
(iii) Limited problem solving (iv) None of the above

(g) If a consumer selects a brand that carry highest score among the alternatives evaluated, then he/she is said to be followed which decision rule?
(i) Lexicographic decision rule (ii) Conjunctive decision rule
(iii) Disjunctive decision rule (iv) Compensatory decision rule

(h) Under decision making, which of the following best describes a set of brands, the consumer is indifferent towards, because those brands are perceived as not having any particular advantages?
(i) Non rule set (ii) Evoked set
(iii) Inert set (iv) None of the above

(i) Under the post-purchase evaluation, which of the following best describes, if performance exceeds expectations?
(i) Neutral feeling (ii) Negative disconfirmation
(iii) Positive disconfirmation (iv) Dissatisfaction

(j) Which of the following is not correct regarding tricomponent model of attitude?
(i) Cognitive (ii) Conative
(iii) Affective (iv) Effective

(k) Which of the following strategy (or strategies) are correct regarding the consumer's attitudinal change?

(i) Changing basic motivational function
(ii) Relating two conflicting attitude
(iii) Both (i) & (ii)
(iv) None of the above

(l) Attitude can be classified into four functions. Which of the following is not a function of attitude?

(i) Unitarian function
(ii) Ego-defensive function
(iii) Value expressive function
(iv) Knowledge function

(m) Which of the following can be described as the driving force within the customer that compel them for certain action, the purchase or not purchase?

(i) Attitude
(ii) Perception
(iii) Motivation
(iv) Personality

(n) Which of the following is not correct regarding the arousal consumer-motive?

(i) Emotional arousal
(ii) Conative arousal
(iii) Environmental arousal
(iv) Physiological arousal

(o) Which of the following is not correct regarding the personality of consumer?

(i) Personality reflects individual differences
(ii) Personality is not enduring
(iii) Personality can change
(iv) All of the above are not correct

(p) Which of the following refers to inner psychological characteristics that both determine and reflect how a person responds to his / her environment?

(i) Personality
(ii) Perception
(iii) Motivation
(iv) Attitude

(q) Which of the following are not correct regarding the stages of personality development?

(i) Oral Stage
(ii) Anal stage
(iii) Phallic stage
(iv) Old stage

(r) Which of the following are not correct regarding psychoanalytical theory of personality?

(i) ID
(ii) Ego
(iii) Emotion
(iv) Super ego

(s) Which of the following refers to individual's overall view of themselves, encompassing their believes, abilities, values, and roles?

(i) Personality
(ii) self-concept
(iii) Attitude
(iv) Perception

(t) Which of the following refers to a group of people that significantly influences an individual's attitudes, beliefs, and behaviors, including their purchasing decisions?

(i) Influencer group
(ii) social group
(iii) reference group
(iv) None of the above

Group - B

Answer all the questions [5×12]

2. Differentiate 'consumer' from 'customer'. Explain, how knowledge of consumer behaviour can be used in formulating the marketing strategies.

OR

What is rational decision making? Describe, how level of customer's involvement differentiates the purchase decision making.

3. What are various evaluation criteria for alternative evaluation under consumer's decision making? Describe, how decision rules help in selecting the evaluation criteria.

OR

What do you mean by consumers' motive? Differentiate the rational motive from emotional motive. How goals are describing the dynamism of consumer's motivation?

4. How sensation is connected the process of perception? Describe the consumers' perception through 'perceptual selection', 'perceptual organization', and 'perceptual interpretation'?

OR

How personality is interconnected with self-concept? Explain, how the brand personality is built-up by the understanding of consumers' personality.

5. What do you mean by diffusion of innovation? Explain, how the adoption process leads to diffusion of innovation.

OR

What is the difference between individual customer's decision making is different from family decision making? Explain the family decision making process along with it's marketing implications.

6. Explain the Engel-Kollat-Blackwell model of consumer behaviour and its implications in consumers' decision making.

OR

What is consumer behaviour audit? Explain, how studies of consumer behaviour are helpful for appropriate marketing strategies pertaining to Indian market.

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Semester: 4th Semester
Programme: M.Com.
Paper Code- MCO 405 A
Internal Examination

October 2025

International Accounting

Centre for Distance and Online Education (CDOE), Sambalpur University
Full Mark: (10x2=20)
(Answer any two (02) of the following questions)

1. Define International Accounting. Describe the Scope and Concepts of International Accounting.
2. What are International Accounting Standards. Explain the difference between of International Accounting Standards and International Financial Reporting Standards.
3. What are the policies of Foreign Transactions? Define the various methods of Foreign Transactions.