

Q. P. Code: 22250

Time : 2.30 Hours

Max Marks: 75

N.B. i) All questions are compulsory.

ii) Figures to the right indicate full marks.

Q.1. (A) Answer the following: (Any Eight)

08

1. Needs of customers are triggered by.....
 - A. internal stimuli
 - B. external stimuli
 - C. both a and b
 - D. none of above

2. Group which can exert influences on other because of specialized knowledge and skills is called as.....
 - A. opinion leader
 - B. leading adopters
 - C. influential
 - D. all of above

3. A need that is aroused up to sufficient level is called as.....
 - A. want
 - B. motive or drive
 - C. Both a and b
 - D. none of above

4. Customers keeping such information that supports their attitudes towards brand is classified as
 - A. selective attention
 - B. selective distortion
 - C. selective retention
 - D. all of above

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5. Personal factors include

- A. online communities
- B. social class
- C. personality and self concept
- D. roles and status

6. Ads affecting consumers subconscious minds are classified as

- A. online advertising
- B. subliminal advertising
- C. luminal advertising
- D. both b and c

7. Tendency to which experiences of potential customers fits with innovation is called

- A. relative advantage
- B. divisibility
- C. communicability
- D. compatibility

8. Types of consumer buying behavior are

- A. two types
- B. three types
- C. four types
- D. five types

9. Highly involved consumer buying behavior and customers perceive fewer differences among brands is called

- A. complex buying behavior
- B. variety seeking buying behavior
- C. dissonance reducing buying behavior
- D. habitual buying behavior

10. Cultural factors must include

- A. beliefs and attitudes
- B. social class
- C. occupation
- D. roles and status

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Q.1 (B) Answer the following TRUE or False (Any 7)

(07)

1. If product performance exceeds customer expectations, customer is delighted.
2. That minor stimuli which determines when and how customer will respond in certain way is called cues
3. Less involved consumer buying behavior in which customers perceive few differences between brands is called complex buoying behavior
4. According to brand personality traits, 'sophistication' is concluded as brand being daring and imaginative
5. Social class who rely on relatives for assistance in trouble times and economic support considered as working class
6. Outlets, strategies, concept, and brand name are factors that have been shown to affect consumer behavior.
7. A person's subculture consist(s) of all the groups that have a direct (face-to-face) or indirect influence on his/her attitudes or behavior.
8. Economic circumstance cannot greatly affect any product or brand choice.
9. Consumers often choose and use brands that have a brand personality consistent with how they see themselves, also known as the prohibitive self-concept
10. Self-concept portrays the "whole person" interacting with his or her environment.

Q.2.a. Define Consumer Behavior. Discuss the application of consumer behaviour knowledge in marketing.

(07)

b. What are the different types of consumer behavior.

(08)

OR

Q.2 Explain the social and cultural factors as determinants of buyer behaviour with suitable examples.

(15)

Q.3.a. Explain consumer decision making process.

(07)

b. Define Motivation and its characteristics

(08)

OR

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Q.3 a. Explain the relationship between consumer needs and motivation. (07)

b. What are the theories of motivation? (08)

Q.4.a. State the influence of personality on consumer behavior. (07)

b. Define reference groups and discuss various types of reference groups. (08)

OR

Q.4 a. What is meant by social class? State its main features. (07)

b. What do you understand by group dynamics? Why are groups formed? (08)

Q.5.a. Discuss Nicosia model of consumer decision making. (07)

b. Define diffusion. Describe the process of diffusion. (08)

OR

Q.5 Write short notes (Any three) (15)

a. family decision making.

c. Attitude change.

d. Opinion leaders

e. Adoption process

f. Need for innovation
