

NOTE:

- All questions are compulsory.
- Figures to the right indicate full marks.
- All questions carry equal marks.

Q.1 State whether the following statements are True or False. :- (ANY 8) (8M)

- 1). Needs are more basic than wants.
- 2). Motivation is a special process.
- 3). Physiological needs can be postponed for long.
- 4). Consumer buying behavior is always certain.
- 5). Chiseller are mad after discount.
- 6). High involvement products are normal product of daily use.
- 7). Family is an economic organization.
- 8). Extended family remains free from tension.
- 9). Social class enjoys privileges.
- 10). In group member feel for 'They'

Q.1 B. Match the following . (ANY7) (7M)

- | | |
|-----------------------|---------------------------------|
| 1). Family. | 1. Discount hunters |
| 2). Nuclear family | 2. Very practical in purchase |
| 3). Product and Price | 3. Biogenic needs |
| 4). Chisellers | 4. Also caused pensioners |
| 5). Creative buyers | 5. Final decision of Costumer . |
| 6). Food, water, air | 6. Exchange shopping experience |
| 7). Senior citizens | 7. Fastest growing segment |
| 8). Purchase decision | 8. 2ps of Marketing hire |
| 9). Innovation | 9. B2C |
| 10).E-Buying | 10. Engine of growth |

Q.2. Answer the following:-

- A). Explain types of consumer (8M)
- B). Explain the term classification of consumer (7M)
- or
- C). Steps involved in decision making process (8M)
- D). Factors influencing buyers behavior (7M)

Q.3. Answer the following:-

- A). Explain features of motivation (8M)
- B). Features of personality (7M)
- or
- C). Explain term learning (8M)
- D). Explain attitude and it's features (7M)

Q.4. Answer the following:-

- A). Explain the term family and its functions
- B). Types of family

(8M)
(7M)

or

- C). Factors affecting the needs of family.
- D). Family life cycle stages.

(8M)
(7M)

Q.5. Answer the following:-

- A). Significance of innovation
- B). Need for Innovation

(8M)
(7M)

or

Q.5. Write short notes on :- (Any 3/5)

(15M)

- 1). Consumer
- 2). Motivation
- 3). E-Buying
- 4). Leaders
- 5). Social-Class