

25/3/24 ATUT

①

Duration: 2 ½ hrs

SYBMS - 53M1071123 (CB) (01)

Marks:- 75

Note:- 1) All questions are compulsory.

2) Figures to the right indicate maximum marks.

Q1A) State True or False

(CO1,2,3) (8M)

- 1) Personal factors like Age, Education, Gender, Income level, Occupation, life style, personality etc do not influence consumer behavior (U)
- 2) Beliefs and attitudes have a great influence on the buying decision of the consumers (A)
- 3) Consumer materialism refers to whether a consumer will accept or reject foreign made products (A)
- 4) Attitudes are directed towards an object (AN)
- 5) Family does not facilitate the process of socialization. (AP)
- 6) Opinion leaders are an important link between the marketer and consumer (AN)
- 7) The subculture based on male female divide is called gender subculture (A)
- 8) Howard Sheth model is one of the oldest and most famous structural modes that represent consumer behavior on the market. (R)

B) Match the following

CO1,2,3-R/AP (7M)

- | | |
|---------------------------------|--|
| 1) Innovators | a) Includes testimonial from satisfied customer |
| 2) Norms | b) is consistent and enduring |
| 3) Middle Class | c) society Rules or guidelines for correct behaviour |
| 4) Appeals by common man | d) Reflect his status |
| 5) Full Nest II | e) One relatively small group of early purchasers |
| 6) Personality | f) Growing segment for marketers |
| 7) Products owned by a consumer | g) Consider innovation purely from marketers view |
| | h) Married couples with children aged 6-12 yrs |

Q2A) What is consumer behavior? Explain importance of consumer behaviour study for marketers CO1-AP (8M)

Q2B) Explain consumer decision making process CO1-AN (7M)

OR

Q2C) What is importance of consumer behaviour? What are different types of consumer CO1-AN (8M)

Q2D) What are the factors that determine buyer behavior? CO2-A (7M)

Q3A) Explain personality and its characteristics CO2-U (8M)

Q3B) Define Motivation, Discuss its characteristics CO2-R (7M)

OR

Q3C) What is Brand personification Elucidate in detail CO2-AP (8M)

Q3D) Explain Perception and its Elements CO2-R (7M)

Q4A) How does individuals family influence his buying behavior? Explain CO3-AP (8M)

Q4B) What is culture? What are its characteristics CO3-U (7M)

OR

Q4C) Explain Nicosia model of Decision making CO3-R (8)

Q4D) Advantages and disadvantages of online shopping CO3-AN (7)

Q5) Write short notes (Any 3) CO1,2,3 (15)

- 1) Buying and its features (U)
- 2) E-buying vs Brick and Motor Buying (AN)
- 3) Consumer Innovators (R)
- 4) Group and its features (R)
- 5) Social Class (Analyze)
- 5) Consumer Needs (U)]
