

Duration :- 2.30 hrs

SYBMS

C619OCB19

Maximum Marks : 75

Consumer Behaviour

Note : 1) All Questions are compulsory.

2) Figures to right indicate full marks.

Q.1 A) Fill in the Blanks: (Any Eight)

(08)

1. Tastes & preferences _____
a) Remain the same b) Keeps on changing c) None of above
2. Organisational or institutional consumers buy goods & services _____
a) for personal/family consumption or for gifting to a friend.
b) In order to run their organizations or institutions
c) None of above.
3. Consumer involvement is _____
a) Dissatisfaction b) Neutral feelings c) How interested a consumer is in the product
4. Market segmentation is _____
a) The process of dividing potential market into distinct submarkets
b) Human Skill
c) Achievers.
5. Need can be broadly classified into _____ categories.
a) One b) Two c) seven
6. Personality of an individual greatly influences his _____ behavior
a) Buying b) attitude c) materialistic
7. _____ includes change in behavior
a) writing b) Reading c) Learning
8. A very high percentage of population belongs to _____ class
a) Upper b) Middle c) None of the above.
9. _____ is the act of purchasing goods over the Internet.
a) Brick & mortar purchase b) E buying/online buying c) purchasing from local shop
10. Reference groups that influence general or broadly defined values or behavior of an individual are called _____ reference groups.
a) Comparative b) Normative c) None of the above.

Q.1 B) True/False (Any Seven)

(07)

1. Opinion leaders are an important link between the marketer and consumer.
2. Consumers do not look for reliability in the information obtained by word of mouth communication.
3. Consumer behavior & needs change with social class.
4. In Engel Blackwell & Miniard (EBM) model the decision making process consists of 5 stages.
5. In spite of convenience everybody does not purchase items from online stores.
6. Consumer is the most important person for marketers.
7. Needs do not motivate buying behavior.
8. Motivation is dynamic in nature.

10. Attitudes are directed towards an object.

- Q.2** A) What is consumer behavior? Explain its importance for marketers. (08)
B) Discuss in detail consumer involvement (07)

OR

- C) Discuss in detail various factors affecting buying behavior. (08)
D) Write a note on profiling the consumer and understanding their needs. (07)

- Q.3.** A) Define motivation and its characteristics. (08)
B) Define personality what is the nature of consumer personality. (07)

OR

- C) What is consumer perception? What are its elements? (08)
D) Define consumer Learning, what are the features of consumer learning. (07)

- Q.4.** A) What is culture? What are its characteristics. (08)
B) What is family? what are the factors affecting need of family Discuss in detail. (07)

OR

- C) Define group: what are its features and types (08)
D) What are the features of E buying or online shopping (07)

- Q.5. B) Write a short notes (Any three) (15)**
1. E Buyer VS mortar buyer
2. Attitude
3. Cultural Influence on consumer
4. Stages of family life cycle.
5. Consumer Needs.
