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

Q.1 Select the correct answer. :- (ANY 8)   (8M)

1). Marketing activities are essentially for _____.
   a) earning profit   b) self pleasure   c) satisfaction of consumer
2). Consumer Behavior is _____.
   a) flexible   b) stable   c) rigid
3). Consumer is like a _____ in democracy.
   a) voter   b) candidate   c) affects
4). Basic human needs include food _____.
   a) air water   b) medicines   c) books
5). Moderating is a _____ process.
   a) physical   b) psychological   c) social
6). Every person has _____ personality.
   a) pleasing   b) impression   c) unique
7). Perception is a _____ process .
   a) physical   b) social   c) mental
8). _____ is the most important reference group.
   a) Salesperson   b) peer   c) family
9). family is an _____ unit.
   a) economic   b) ecological   c) united
10). Cultural support _____.
   a) rituals   b) ethics   c) bargaining

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

1). Family.	1. Also called pensioners
2). Media Co- viewing	2. Silent advertisement of market
3). Consumer behavior study	3. Advertising
4). Chisellers	4. Engine of growth
5). Senior cirizens	5. Confirmation
6). Satisfied buyer	6. Discount hunters
7). Media – Co-Viewing	7. Is must in marketing
8). E-Buying	8. Exchange shopping experience
9). Innovation	9. Learning ad Analysis
10).Decision process	10. B2C

Q.2. Answer the following:-

A). Factors influencing buying behavior   (8M)
B). Step involved in decision making process   (7M)

<div align="center">or</div>

C). Types of consumer   (8M)
D). Demographic factors of consumer   (7M)

Q.3. Answer the following:-
   A). Explain consumer needs   (8M)
   B). Features of Motivation   (7M)

<center>or</center>

   A). Explain term learning   (8M)
   B). Explain attitude and its features   (7M)

Q.4. Answer the following:-
   A). Identify stages involved in family life cycle   (8M)
   B). social class and consumer behavior selected   (7M)

<center>or</center>

   A). Functions of family.   (8M)
   B). Types of family.   (7M)

Q.5. Answer the following:-
   A). Explain the term E-Buying   (8M)
   B). Influence on E- Buying   (7M)

<center>or</center>

Q.5. Write short notes on :- (Any 3)   (15M)
   1). Consumer Involvement
   2). Motivation
   3). E-Buying
   4). Leaders
   5). Personality