

S.T.BMS Sem-III Consumer Behaviour. (Marketing)

Duration: 2 ½ hrs

53M1071123

Marks:- 75

Note:- 1) All questions are compulsory.

2) Figures to the right indicate maximum marks.

Q1A) Multiple Choice Questions

(CO1,2,3) (8M)

- 1) Institutional consumers make purchase in _____ (R)
a) Small quantities b) Medium quantities c) large quantities d) uncertain quantities
- 2) In India Rural Consumers are _____ than urban consumer (R)
a) Less b) More c) Substantially more d) Marginally more
- 3) Motivation is a _____ process (U)
a) Physical b) psychological c) Social d) Personal
- 4) Need Hierarchy theory is given by (R)
A) Maslow b) McClelland c) Philip kotler d) Edwin Filippo
- 5) Family is a _____ unit (U)
a) Economic b) Ecology c) United d) Asset
- 6) Howard sheth model is a _____ theory (R)
a) Classical b) unified c) modern d) progressive
- 7) Resistance to _____ is a normal consumer behavior (R)
a) Advertising b) Internet c) Change d) Motivation
- 8) _____ is a family life cycle stage characterized by working couples having children below 6 years of age (U)
a) Full Nest II b) Full Nest I c) Empty Nest II d) Full Nest III

Q1.B) True or false

(Co1,2,3) (7M)

- 1) Consumer behaviour is the corner stone of marketing strategy (U)
- 2) In complex buying behaviour, consumers are highly involved with purchase. (R)
- 3) Physiological needs come after meeting the safety needs. (A)
- 4) Perception is way of describing a consumer categorically so that they can be grouped for marketing (R)
- 5) Culture prescribes the idea standards of behavior (R)
- 6) Consumer behavior does not change with social class (U)
- 7) Decision making is cognitive process (U)

Q.2)A) Why is consumer profiling important CO1 (U)

(8M)

B) What are different types of consumer behavior, Explain in Brief

(7M)

OR

C) Discuss features institutional consumers CO1 (A)

(8M)

D) Write a note on consumer involvement Co1 (R)

(7M)

Q3A) A) Define Attitude Discuss its function CO2 (A) (8M)
B) Explain the characteristic of consumer learning CO2 (R) (7M)

OR

C) Explain Maslow's need for motivation CO3 (A) (8M)
D) Explain Freudian psychoanalytic theory CO3 (R) (7M)

Q4) A) What are the different type of Reference Groups CO3 (A) (8M)
B) Describe how customs and tradition influence buyer behavior CO2 (U)(7M)

OR

C) Describe modern family life cycle (CO2)R (8M)
D) Explain features of E buying and what are the advantages and limitation of E buying CO3 (U) (7M)

Q5) Write short notes (any 3) (15M)

- 1) Merits and Demerits of Brick and Mortar shopping (AN)
- 2) Consumer decision making process (AN)
- 3) Personality and its characteristics (U)
- 4) Consumer Needs (U)
- 5) Distinguish between E buyer and Brick Mortar Shopping (A)
