

Consumer Behu.

Seat NO. _____

DURATION: - 2½ hrs

53M1181024

MARKS:- 75

Note: - (1) All questions are compulsory.

(2) Figures to the right indicate full marks

(3) Answer to each question must be on a new page

Q-1. Answer the Following: (Any 8)

CO1, CO2
-R/U/A 8M

- (A)
- 1) _____ are the factors that have been shown to affect consumer behaviour.
A. Brand Name, Quality. B. Advertising, Marketing. C. Outlets, Strategies. D. Quality, Advertising.
 - 2) A person's _____ consists of all groups that have direct (face to face) or indirect influence on his/her attitudes or behaviour.
A. Subculture. B. Family. C. Social Class. D. Reference Group.
 - 3) Identify an economic circumstance that can greatly affect any product or brand choice.
A. Retirement. B. Values. C. Lifestyle. D. Borrowing Powder.
 - 4) Consumer often choose and use brands that have a brand personality consistent with how they see themselves, also known as the _____
A. Actual Self-concept. B. Ideal Self-Concept. C. Other Self-Concept. D. Prohibitive Self-Concept.
 - 5) _____ portrays the "whole person" interacting with his or her environment.
A. Sub Culture. B. Family. C. Social Class. D. Reference Groups.
 - 6) Marketers who target consumers on the basis of their _____ believe that they can influence purchase behaviour by appealing to people's inner selves.
A. Core Values. B. Sophistication. C. Money Constraint. D. Social Class.
 - 7) At the top of Maslow's hierarchy of needs comes.
A. Esteem B. Self-Actualization. C. Social. D. Safety.
 - 8) Which of the following also includes a situation specific component?
A. Personality. B. Self-Concept. C. Involvement. D. Demographics.
 - 9) Which of the following is a situation in which consumer behaviour occurs?
A. Communication. B. Purchase. C. Usage. D. All of the above.
 - 10) Understanding of consumer needs and then develops a Marketing Mix to satisfy these needs.
A. Marketing Concept. B. Strategic Plan. C. Product Influences. D. Price Influences.
- Q-1) Match the columns (Any 7)

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CO1, CO2
-R/U/A 7M

(B)	Column "A"		Column "B"
1	Online Stores.	A	Consumer behaviour on four fields
2	Direct purchase from store.	B	Customer delighted
3	Laggards.	C	Is acquired by learning
4	Personal factors.	D	EPS
5	Person's own living pattern.	E	Social class
6	Cultural factors.	F	Lifestyle
7	Early stage of decision making.	G	Self-Concept and personality
8	Culture.	H	Early stage of decision making
9	Exceeds customer expectations	I	Brick and Mortar
10	Nicosia.	J	24*7

Q.2) **Attempt the following:**

- A) What is diversity of consumer? Discuss.
 B) Define consumer behaviour and discuss its features.

CO1, CO2 8M
-R/U

CO1, CO2 7M
-R/U

OR

- C) Define Motivation. Discuss its characteristics.
 D) What is brand personification? Explain in detail.

CO1, CO2 8M
-R/U

CO1, CO2 7M
-R/U

Q.3) **Attempt the following:**

- A) Explain McClelland's theory of needs.
 B) Discuss in detail. Maslow's Need Hierarchy Theory.

CO1, CO2 8M
-AN/E/C

CO1, CO2 7M
-AN/E/C

OR

- C) Explain in detail Trait and Freudian Theory of Personality in detail with examples.

CO1, CO2 15M
-AN/E/C

Q.4) **Attempt the following**

- A) What is self-concepts? Discuss in detail.
 B) Define Attitude. What are its functions?

CO1, CO2 8M
-R/U

CO1, CO2 7M
-R/U

OR

- C) Define consumer learning. What are the features of consumer learning?
 D) Write a note family decision making.

CO1, CO2 8M
-R/U

CO1, CO2 7M
-R/U

Q.5) **Attempt the following:**

- A) Explain factors that affect reference group's influences.
 B) Discuss the Nicosia Model of consumer decision making.

CO1, CO2 8M
-U/AN

CO1, CO2 7M
-U/AN

OR

Q.5. **Write Short Notes on: (Any 3)**

CO1, CO2 15M
-R/U/A

- (C)
 A) Features of E-Buying.
 B) Cultural influence on consumer.
 C) Self-Concept.
 D) Features of organizational consumer.
 E) Stage in Adoption process.
