

Time: 2 ½ hrs.



Marks:75

- Note:**
1. All questions are compulsory with internal options.
 2. Figures to the right indicate full marks.

Q.1 (A) Fill in the blanks: (any 8)**(08)**

- (1) In India we traditionally had _____.
A) small families B) joint families C) nuclear families D) extended families
- (2) One of these is NOT a subculture: _____.
A) age subculture B) caste subculture C) sex subculture D) religious subculture
- (3) The physical data that one sees or hears is called _____.
A) stimuli B) perception C) cognition D) learning
- (4) Culture is adaptive to the needs of the _____.
A) society B) individual C) family D) groups
- (5) Maslow theory has: _____.
A) basic Needs B) safety & security C) none of the above D) all of the above
- (6) Needs of customer are triggered by _____.
A) internal stimuli B) external stimuli C) none of the above D) all of the above
- (7) Attitude is a _____ to behave in a consistently favourable or unfavourable way with respect to a given object.
A) learned predisposition B) disposition C) unlearning proposition D) proposition
- (8) A family member that takes care of the product is the _____.
A) buyer B) user C) maintainer D) disposer
- (9) The most well-known motivational theory was proposed by _____.
A) Vroom B) Mc Clelland C) Maslow D) Herzberg
- (10) The basic concept that underlie the perceptual process _____.
A) sensation B) adoption C) motivation D) selection

Q.1 (B) Match the following: (any 7)**(07)**

	Group A		Group B
1.	Maslow	a.	Rigidity
2.	Mc Clellands	b.	Patriotism
3.	Consumer Ethnocentrism	c.	Move away from people
4.	Complaint	d.	Moving against people
5.	Aggressive	e.	Id, Ego, Super ego
6.	Detached	f.	Switch brands
7.	Freudian	g.	Identity through brands owned.
8.	Dogmatism	h.	Moving towards people
9.	Variety seeking	i.	Self-actualization
10.	Consumer Materialism	j.	Power, Achievement, Affiliation

Q.2 (A) What is the Nicosia model of decision making? Explain with an example. Provide diagrammatic representation of the same.

(15)**OR**

(A) What are the stages in the consumption process, explain with an example.

(08)

(B) What are the different basis of segmentation? Explain with examples.

(07)

- Q.3** (A) Explain the Maslow theory with examples. (08)
(B) Explain the characteristics of Social Class. State the classes. (07)
OR
(C) What is the Pavlov classical conditioning theory? (08)
(D) What are the stages in a family life cycle? State brands for each of them. (07)
- Q.4** (A) Explain any 3 trait theories. (08)
(B) What are the different roles played by family members in the buying process? (07)
OR
(C) What is the Freudian theory of personality? (08)
(D) Explain adoption and diffusion. What are the adopter categories? (07)
- Q.5** (A) What are the three needs of Mc Clellands theory? (08)
(B) Explain the elements of perception. (07)
OR
- Q.5** **Short Notes (3 OUT OF 5)** (15)
(A) Brick n mortar V/S online
(B) Retail v/s institutional
(C) Opinion leaders
(D) Self-concept
(E) Types of groups

---X---

