

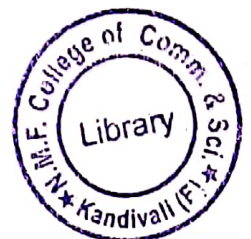
Time: 2½ hrs.

Note:

1. All questions are compulsory with internal options.
2. Figures to the right indicate full marks.
3. Draw a neat diagram wherever necessary.

Q. 1 (A) Fill in the blanks with the correct answer from the alternatives given below. (08)  
(Attempt any 8)

- (1) Age and life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept are a part of \_\_\_\_\_ factors of the consumer profile.  
a. social      b. political      c. cultural      d. personal
- (2) Broadly, there are two types of consumers, the institutional or organisational consumer and \_\_\_\_\_ consumer.  
a. group      b. individual      c. institutional      d. cluster
- (3) \_\_\_\_\_ of the family determines the quantity of products consumed.  
a. Occupation      b. Age      c. Size      d. Status
- (4) Making an unplanned purchase is called \_\_\_\_\_.  
a. impulse buying      b. thoughtful buying      c. bargain hunting      d. consumerism
- (5) \_\_\_\_\_ means development of a distinct image of the product or service in mind of the consumer.  
a. Aligning      b. Orientation      c. Placement      d. Positioning
- (6) \_\_\_\_\_ describes changes in an individual behaviour arising from experience.  
a. Modelling      b. Motivation      c. Perception      d. Learning
- (7) \_\_\_\_\_ are beliefs and goals that transcend specific situations to motivate behaviour.  
a. Values      b. Traditions      c. Norms      d. Customs
- (8) \_\_\_\_\_ are the first to go and purchase a new product.  
a. Innovators      b. Early Majority      c. Early adopters      d. Laggards
- (9) \_\_\_\_\_ serves as a guidance to the consumers who are interested in purchasing a product online.  
a. Reference from friends, colleagues etc.      b. Review, Rating Opinions etc.  
c. Deals, discount, sales etc.      d. Trustworthiness of the retailers
- (10) A consumer's response and attention to an advertisement are called \_\_\_\_\_.  
a. Learning constructs      b. Perpetual constructs      c. Physical constructs      d. Inputs



- (15)
- (B) State whether the following statements are true or false. ( Attempt any 7) (07)
- (1) Brand personification refers to creating a brand personality.
  - (2) Mc Clelland's theory of needs includes five factors.
  - (3) Classical conditioning theory was propounded by Herzberg.
  - (4) 'Dissonance' can occur when the consumer worries that they will regret their choice.
  - (5) Lifestyle is a geographic factor affecting consumer behaviour.
  - (6) Search for tangible attributes of a product denotes utilitarian needs.
  - (7) Every role played by family members demands different needs and wants.
  - (8) Individuals who interact with us regularly are a part of the primary group.
  - (9) The Howard-Sheth model was developed in the year 1965.
  - (10) Diffusion is the process by which a new idea or new product is accepted by the market.

Q.2 Discuss the application of consumer behaviour knowledge in marketing decisions. (15)

OR

Q.2 Describe the steps in the process of consumer buying decisions. Draw a relevant illustration. (15)

Q.3 Discuss in detail Maslow's Needs Hierarchy Theory. (15)

OR

Q.3 Define personality. Explain the Freudian Theory of Personality. (15)

Q.4 State and explain the stages of the Family Life Cycle. (15)

OR

Q.4 Discuss the Nicosia Model of consumer decision-making with an illustration. (15)

Q.5 (a) Elucidate the difference between In-group Vs. Out-group. (08)

(b) Explain the process of adoption. (07)

OR

Q.5 Write short notes on ( Attempt any 3) (15)

- (1) Levels of consumer involvement
- (2) Self-concept
- (3) Role of opinion leaders in the purchase process
- (4) Process of decision making
- (5) Benefits of E-Buying

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