

Time: 2½ hrs.

Marks:75

Note:

1. All questions are compulsory with internal options.
2. The 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) The costly products or luxurious goods like diamonds are called \_\_\_\_\_ involvement products.  
(a) low (b) high  
(c) medium (d) no
- (2) Psychoanalytic theory was developed by \_\_\_\_\_.  
(a) David McClelland (b) Sigmund Freud  
(c) Abraham Maslow (d) Mitchell
- (3) \_\_\_\_\_ is the last stage in diffusion process.  
(a) Adoption (b) Experience  
(c) Time (d) Awareness
- (4) \_\_\_\_\_ follow a scheduled working time and specific working days.  
(a) Online selling (b) Hawkers  
(c) Brick and Mortar (d) E-sellers
- (5) \_\_\_\_\_ profile divides the consumers into different categories based on social class, lifestyle and personality characteristics.  
(a) Sociographic (b) Demographic  
(c) Psychographic (d) Geographic
- (6) Consumer behaviour is always \_\_\_\_\_.  
(a) certain (b) uncertain  
(c) rigid (d) predictable
- (7) The \_\_\_\_\_ is based on five sensory human organs such as eyes, ears, nose, tongue and skin.  
(a) motivation (b) attitude  
(c) affiliation (d) perception
- (8) \_\_\_\_\_ stage consists of a young single adult male or female living apart from parents, they are independent and into a livelihood.  
(a) Newly married (b) Full nest II  
(c) Young singles (d) Full nest I
- (9) Individual determinants of consumer behaviour include learning, personality and \_\_\_\_\_.  
(a) motivation (b) attitude  
(c) self-concept (d) likes and dislikes
- (10) \_\_\_\_\_ are individuals to whom consumers turn for advice or product related information while making purchase decisions.  
(a) Cheerleaders (b) Opinion leaders  
(c) Laggards (d) Innovators

**(B) State whether the following statements are True or False. ( Attempt any 7) (07)**

- (1) The purchaser of goods and services is known as the consumer.
- (2) Co-shopping is a process of learning.
- (3) Nicosia model is persuasive.
- (4) Adoption process ends with trial of product.

- (5) Esteem needs lie above the self-actualisation needs.
- (6) Group dynamics is a formal social structure.
- (7) Decision making is a cognitive process.
- (8) Family is an economic organisation.
- (9) Chisellers constantly demand extra discounts.
- (10) Motivation is a social process.

Q.2 (a) What are the factors influencing consumer behaviour? (15)  
OR

Q.2 (p) What is consumer behaviour? Explain its features. (08)  
(q) Discuss the application of consumer behaviour knowledge in marketing decisions. (07)

Q.3 (a) Describe Maslow's Needs Hierarchy Theory. (08)  
(b) Elaborate on the sources of consumer attitude formation. (07)

OR  
Q.3 (p) Describe the Pavlov's Classical Conditioning Theory. (08)  
(q) Examine McClelland's Theory of needs. (07)

Q.4 (a) What are the stages involved in Family Life Cycle? (08)  
(b) Explain the role of opinion leaders in purchase process. (07)

OR  
Q.4 (p) Explain the significance of group dynamics. (08)  
(q) Discuss the characteristics of social class. (07)

Q.5 (a) Discuss the Nicosia Model of consumer decision making with an illustration. (15)  
OR

Q.5 (p) Write short notes on ( Attempt any 3) (15)  
(1) Levels of consumer involvement  
(2) Cultural influence on consumer behaviour  
(3) Influences of e-buying behaviour  
(4) Self-concept  
(5) Product personality and brand personification

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