

- Q.22 What do you mean by social class? Explain in detail.
- Q.23 What are various types of consumers? Explain in detail.
- Q.24 Explain in detail the significance of consumer behaviour.
- Q.25 What do you understand by the input steps in the process of decision making? Explain in detail.
- Q.26 Write a detail note on Purchase behaviour.
- Q.27 Explain personality in detail.
- Q.28 Write a detail note on post purchase behaviour.
- Q.29 What do you understand by motivation ? Explain in detail.
- Q.30 Write a detail note on consumerism.
- Q.31 Write a short note on attitude formation.
- Q.32 Write a brief note on determinants of consumer behaviour.
- Q.33 What do you understand by perception? Explain in detail.
- Q.34 Write a detail note on Reference group.
- Q.35 Write a short note on rural consumer behaviour.

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 Define culture. Discuss in detail the impact of culture on consumer buying behaviour.
- Q.37 What do you understand by consumer influence? Write a detail note on impact of consumer influence on consumer buying behaviour.
- Q.38 What are various decision making models? Explain Nicosia Model of consumer decision making in detail.

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4th Sem / DBM, DBM (IPM)

Subject:- Consumer Behaviour

Time : 3Hrs.

M.M. : 100

SECTION-A

Note: Multiple choice questions. All questions are compulsory (10x1=10)

- Q.1 The buying process starts when the buyer recognises a _____
- a) Product or Service b) Shop or Market
- c) Need or Problem d) Money or Status
- Q.2 First stage in the basic model of consumer Decision Making is _____.
- a) Purchase
- b) Information Search
- c) Need
- d) Evaluation of alternatives
- Q.3 CDM stands for _____
- a) Consumer Development Model
- b) Consumer Decision Mix
- c) Consumer Decision Making
- d) Consumer Development Matrix
- Q.4 If performance meets consumer expectations, the consumer is _____.
- a) Satisfied b) Dissatisfied
- c) Delighted d) Happy

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- Q.5 Parents buy toys or gifts for their children. This act is considered as _____ in the buying process.
- a) Buyer b) Decider
c) Maintainer d) All of the above
- Q.6 _____ is displayed by a person while buying salt.
- a) Selective Buying Behaviour
b) Routine buying behaviour
c) Extensive buying behaviour
d) Credence buying behaviour
- Q.7 The purchase of items like ice cream, chocolate, or soft drinks demonstrate.
- a) Deliberate buying b) Corrective buying
c) Effective buying d) Impulsive buying
- Q.8 If customer makes a limited search before taking a decision, he is displaying.
- a) Limited CDM b) Habitual CDM
c) Nominal CDM d) All of the above
- Q.9 Customers are _____ when they look for the prestige associated with the brand while making a buying decision.
- a) Novelty oriented b) Quality oriented
c) Brand conscious d) All of the above
- Q.10 The customers who look for quality while making a purchase decision come under.
- a) Quality oriented style
b) Impulsive style
c) Pleasure oriented style
d) None of the above

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SECTION-B

Note: Objective type questions. All questions are compulsory. (10x1=10)

- Q.11 Any individual who purchases goods and services from the market for his/her end-use is called a consumer. (True/False)
- Q.12 Consumer behaviour refers to how an individual perceives a particular message. (True/False)
- Q.13 Culture is one of the most basic influences on an individual's needs, wants, and behaviour. (True/False)
- Q.14 Second stage in the Consumer Decision Making model is Purchase. (True/False)
- Q.15 The customer or consumer is dissatisfied when actual performance exceeds the expected performance of the product. (True/False)
- Q.16 The customers who are interested in buying and experimenting with new products or variants called novelty conscious. (True/False)
- Q.17 The consumers who buy without much analysis or information about the product are known as Impulsive buyer. (True/False)
- Q.18 Word of mouth publicity by a satisfied customer is the most effective and cheapest way of promotion. (True/False)
- Q.19 The main focus of selling concept is on production volume. (True/False)
- Q.20 Reference group refers to political leaders. (True/False)

SECTION-C

Note: Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)

- Q.21 Write a detail note on family influence.

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