

Section-D

Note: Long answer questions. Attempt any two question out of three Questions. (2x8=16)

- Q.23 What is consumer behaviour? Discuss its importance and Scope.
- Q.24 What are different learning theories in Consumer Behaviour?
- Q.25 Discuss the different types of buying decision in consumer decision making.

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Roll No.

5th Sem. / Business Management (Marketing) Subject : Consumer Behaviour

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple Choice Questions. All Questions are compulsory. (6x1=6)

- Q.1 Which of the following is NOT a psychological factor influencing consumer behaviour?
- a) Motivation b) Perception
 - c) Social class d) Beliefs
- Q.2 What is the primary focus of social influence on consumer behaviour?
- a) Personal preferences
 - b) Group dynamics
 - c) Economic factors
 - d) Advertising effectiveness
- Q.3 What is perception in the context of consumer behaviour?
- a) The selection organization and interpretation of information
 - b) The innate need to fulfill desires
 - c) The influence of social networks
 - d) The impact of Advertising

- Q.4 Which of the following influences consume behaviour through interpersonal relationships?
- a) Motivation b) Family
- c) Economic status d) Market trends
- Q.5 What is cognitive dissonance?
- a) A state of mental discomfort
- b) A type of social influence
- c) A marketing strategy
- d) A financial decision making process
- Q.6 Which factor is considered a demographic variable?
- a) Lifestyle b) Age
- c) Personality d) Beliefs

Section-B

Note: Objective/Completion type questions. All questions are compulsory. (6x1=6)

- Q.7 Consumer behaviour is influenced solely by economic factors. (True/False)
- Q.8 Social influences are critical in shaping consumer preferences. (True/False)
- Q.9 All consumers go through the same decision-making process. (True/False)
- Q.10 Perception affects how consumers view brands. (True/False)

- Q.11 Cultural values have no impact on consumer behaviour. (True/False)
- Q.12 Post purchase dissonance can occur after a significant purchase. (True/False)

Section-C

Note: Short answer type Question. Attempt any eight questions out of Ten Questions. (8x4=32)

- Q.13 What is Consumer behaviour? Discuss any 2 importance of Consumer behaviour.
- Q.14 Explain in brief the Consumer decision making process.
- Q.15 Define the concept of Perception.
- Q.16 Discuss the Classical Conditioning Theory.
- Q.17 Discuss in brief the impact of motivation on Consumer Choice.
- Q.18 What is a reference group? Give an example.
- Q.19 How social class impact consumer's behaviour?
- Q.20 Explain in brief the emotional model of consumer behaviour.
- Q.21 Discuss the difference between targeting and Positioning.
- Q.22 What is the role of consumer behaviour in marketing strategy.