

- Q.30 Discuss personal factors influence consumer behavior.
- Q.31 Define society. Discuss the formal controls on individual's behavior.
- Q.32 What are the features of attitude?
- Q.33 What are the advantages of studying consumer behavior.
- Q.34 What are the main points of post purchase decision.
- Q.35 Discuss the roles of cultural values in buying decision.

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x10=20)

- Q.36 Explain the consumer decision making process in detail.
- Q.37 What do you understand by 'Howard-Sheth' model? Discuss in detail.
- Q.38 Explain the Maslow's need hierarchy theory of motivation. Discuss its market applications.

No. of Printed Pages : 4 186744-M/126744-M/
 Roll No. 073421/106751-M/
 031353 M

**4th Sem / Branch : 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 Positive motivation involve.....
 a) Bonus b) Incentive
 c) Promotion d) All of these
- Q.2is nuclear family
 a) Small family b) Large family
 c) Both d) None
- Q.3 Post purchase behavior may be influenced by
 a) Quality b) Durability
 c) Assistance d) All of these
- Q.4 Customer can be.....
 a) Buyer b) User
 c) Both d) None
- Q.5 What do you mean by impulse buying?
 a) Buying less b) Buying more
 c) Unplanned buying d) All of these
- Q.6 What is purchasing power?
 a) Capacity to hold
 b) Capacity to maintain
 c) Financial capacity to buy
 d) None

- Q.7 Perception is.....
a) Psychological factor b) Physical factor
c) Both d) None
- Q.8 Meaning of learning
a) To get new skills
b) To Acquire new knowledge
c) Change in behavior
d) All of these
- Q.9 Customer retention means?
a) Promote re-purchasing
b) Promote re-visits
c) Continue Communication
d) All of these
- Q.10 What do you mean by consumerism?
a) Promotion of customer interest
b) Protection of customer interest
c) Both
d) None

SECTION-B

Note: Objective type questions. All questions are compulsory. $(10 \times 1 = 10)$

- Q.11 A primary group includes family and close friends. (True/False)
- Q.12 Need determination is the first step of consumer decision making process. (True/False)
- Q.13 Attitude is not a psychological trait. (True/False)
- Q.14 Pricing included in the 4P's of marketing mix. (True/False)

(2) 186744-M/126744-M/
073421/106751-M/
031353 M

- Q.15 Objection handling is not a stage of Selling process. (True/False)
- Q.16 The goods which are available for all members of society are called public goods. (True/False)
- Q.17purchase goods and services for personal use". (Customer/Business)
- Q.18 According to Maslow's need hierarchy of primary needs are.....needs (Social/Physical)
- Q.19 Learning describes changes in an individual's behavior by experience. (True/False)
- Q.20 Occupation is the factor that best indicates social class. (True/False)

SECTION-C

Note: Short answer type questions. Attempt any twelve questions out of fifteen questions. $(12 \times 5 = 60)$

- Q.21 Define culture. Explain the effects of culture and subculture on consumer behavior.
- Q.22 Explain various types of consumers.
- Q.23 What is motivation? How does it influence consumer behavior?
- Q.24 What is market segmentation? Explain basis of segmentation.
- Q.25 Describe the theories of personality.
- Q.26 What are the main components of attitude? Discuss them.
- Q.27 Discuss briefly the various types of needs.
- Q.28 Describe the nature of consumer behavior.
- Q.29 What do you mean by post purchase decision.

(3) 186744-M/126744-M/
073421/106751-M/
031353 M