

- Q.22 What are the decision process and Buying Patterns?
 Q.23 What is the consumer involvement?
 Q.24 What is the importance of consumer behaviour in the decision making.
 Q.25 What do you understand with the post purchase behaviour?
 Q.26 Write a short note on consumerism.
 Q.27 How motivation can affect the consumer behaviour.
 Q.28 How personality can be on one of the factors in determining the consumer behaviour.
 Q.29 What is the need recognition?
 Q.30 Explain the criteria for evaluating the product alternatives.
 Q.31 Explain the post purchase process and its impact on marketers.
 Q.32 Explain the methods of measuring brand loyalty.
 Q.33 Illustrate the Nicosia model with a chart.
 Q.34 Define personality. State the types.
 Q.35 Define motivation and write any three theories of motivation.

SECTION-D

- Note:** Long answer type questions. Attempt any Two question out of three questions. (2x10=20)
 Q.36 Explain personality in relation to consumer behaviour. Write down various theories S of personality.
 Q.37 Explain Maslow's hierarchy of needs theory in view of consumer behaviour and discuss its marketing implications.
 Q.38 Compare and contrast social, cultural and family influences on consumer behaviour.

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4th Sem / DBM (IPM)
Subject : Consumer Behaviour

Time : 3 Hrs.

M.M. : 100

SECTION-A

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

- Q.1 Consumer purchases are influenced strongly by cultural, social, personal, and;
 a) Psychographic characteristics
 b) Psychological characteristics
 c) Psychometric characteristics
 d) Supply and demand characteristics
- Q.2 _____ is the most basic cause of a person's wants and behaviours.
 a) Culture b) Social class
 a) Personality d) Lifestyle
- Q.3 marketers are always trying to spot _____ in order to discover new products that might be wanted
 a) Opinion graphics b) Dissonant groups
 c) Cultural shifts d) Benchmarks
- Q.4 _____ puts people into a frame of mind of liking or disliking things, of moving toward or away from them.
 a) A rule b) An attitude
 c) A belief d) A cue
- Q.5 Which of the following is NOT one of the five stages of the buyer decision process?
 a) Need recognition b) Brand identification
 c) Information search d) Purchase decision

- Q.6 According to the buyer decision process suggested in the text, the first stage is characterized as being one of:
- Awareness
 - Information search
 - Need recognition
 - Demand formulation
- Q.7 The stage in the buyer decision process in which the consumer is aroused to search former information is called:
- Information search
 - Evaluation of alternatives
 - Search for needs
 - Perceptual search
- Q.8 With respect to post purchase behaviour, the labour the gap between expectations and performance:
- The greater likelihood of re-purchase
 - The greater the customer's dissatisfaction.
 - The less likely the consumer will be influenced by advertising
 - The less likely the consumer will need sales confirmation and support
- Q.9 When a firm buys a product or service for the first time, it is facing a:
- Habitual rebuy situation
 - Straight rebuy situation
 - Modified rebuy situation
 - New Task situation
- Q.10 The decision-making unit of a buying organization is called its _____; all the individuals and units that participate in the business decision making process.
- Buying center
 - Purchasing center
 - Bidding center
 - Demand supply center

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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 _____.
- Q.12 _____ is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use.
- Q.13 _____ refers to how an individual perceives a particular message.
- Q.14 _____ is the action and decisions process or people who purchase goods and services of personal consumption.
- Q.15 _____ is one of the most basic influences on an individual, s needs, wants, and behaviour.
- Q.16 In terms of consumer behaviour; culture, social class and reference group influences have been related to purchase and _____.
- Q.17 Many sub cultural barriers are decreasing because of mass communication, mass transit, and a _____.
- Q.18 _____ is individuals and households who buy goods and services for personal consumption.
- Q.19 _____ refers to the buying behaviour of final consumers.
- Q.20 _____ develop on the basis of wealth, skills and power.

SECTION-C

Note: Short answer type questions. Attempt any Twelve question put of fifteen questions. (12x5=60)

- Q.21 What is Organizational Buyer versus Individual Buyer?

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