

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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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 consumer 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.