

- Q.22 What do you understand by personality? Explain in detail.
 Q.23 What are the types of consumers? Explain in detail.
 Q.24 Explain in detail the importance of consumer behaviour.
 Q.25 Write a detail note on consumerism.
 Q.26 Write a detail note on post purchase behaviour.
 Q.27 What do you mean by social class? Explain in detail.
 Q.28 Write a detail note on process of consumers decision making.
 Q.29 What do you understand by learning? Explain in detail.
 Q.30 Write a short note on attitude formation.
 Q.31 What do you understand by perception? Explain in detail.
 Q.32 Write a brief note on Nicosia model of consumer decision making.
 Q.33 What do you understand by consumer influence? Explain in detail.
 Q.34 What are different levels of consumer decision making? Explain in brief.
 Q.35 Write a detail note on Reference group.

SECTION-D

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

- Q.36 What are various decision making models. Write a detail note on Howard-Sheth Model.
 Q.37 What do you understand by attitude? How do change attitude? Explain in detail.
 Q.38 What do you mean social class? Explain in detail the influence of social class on consumer behaviour.

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4th Sem.
Branch : DBM, DBM (IPM)
Sub. Consumer Behaviour

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Multiple type Questions. All Questions are compulsory. (10x1=10)

- Q.1 Secondary reference groups include _____.
 a) Family and close friends
 b) Sports groups
 c) Ethnic and religious groups
 d) Paternal organizations and professional associations
 Q.2 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.3 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.4 The purchase of items like ice biscuit, toffee or fruit drinks demonstrate.
 a) Deliberate buying b) Corrective buying
 c) Effective buying d) Impulsive buying

- Q.5 _____ is displayed by a person while buying salt.
- Selective Buying Behaviour
 - Routine buying behaviour
 - Extensive buying behaviour
 - Credence buying behaviour
- Q.6 Parents buy diaper or footwear for their children. This act is considered as _____ in the buying process.'
- Buyer
 - Decider
 - Maintainer
 - All of the above
- Q.7 First stage in the basic model of Consumer Decision Making is _____.
- Purchase
 - Information Search
 - Need
 - Evaluation of alternatives
- Q.8 CDM stands for _____.
- Consumer Development Model
 - Consumer Decision Mix
 - Consumer Decision Making
 - Consumer Development Matrix.
- Q.9 If performance exceeds consumer expectations, the consumer is _____.
- Satisfied
 - Dissatisfied
 - Delighted
 - Happy
- Q.10 When a consumer buys a product or service for the first time, it is facing a _____.
- Habitual re buy situation
 - Straight re buy situation
 - Modified re buy situation
 - New Task situation

SECTION-B

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

- Q.11 The first stage in the Consumer Decision Making model is Purchase. (True/False)
- Q.12 Consumer behaviour refers to how an individual perceives a particular person. True/False.
- Q.13 Subculture has the basic influences on an individual's needs, wants and behaviour. (True/False)
- Q.14 The consumer buying process starts with awareness. (True/False)
- Q.15 Consumer loyalty does not reflect in consumer retention, repeat business and customer referrals. (True/False)
- Q.16 The customer or consumer is delighted when actual performance matches the expected performance of the product.
- Q.17 The customers who are interested in buying and experimenting with new products or variants called novelty conscious. (True/False)
- Q.18 The consumers who buy without much analysis or information about the product are known as impulsive buyer. (True/False)
- Q.19 Want for a specific product backed by an ability to pay is called demand. (True/False)
- Q.20 Sales concept aims at customer satisfaction. (True/False)

SECTION-C

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

Q.21 What do you understand by motivation? Explain in detail.

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