

- Q.24 What do you mean by negative motivation?
- Q.25 Define consumer. Write the objectives of study of consumer behavior.
- Q.26 Why the study of consumer behavior has become important these days?
- Q.27 "Consumer behavior is multi-disciplinary in nature". Comment.
- Q.28 Discuss various basis of market segmentation.
- Q.29 Explain Maslow's hierarchy theory of motivation.
- Q.30 Describe the meaning and characteristics of personality.
- Q.31 Discuss the elements of consumer learning.
- Q.32 What is consumer behavior? Discuss the different types of consumers.
- Q.33 How does family life cycle influence consumer behavior?
- Q.34 Describe types of consumer buying behavior.
- Q.35 Write down the impact of attitude on consumer behavior.

#### SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 Explain the 'Nicosia model' of consumer decision process.
- Q.37 Discuss in detail various factors influencing consumer behavior.
- Q.38 Explain the consumer decision making process in detail with example.

No. of Printed Pages : 4  
Roll No. ....

186744-M/126744-M  
/073424/106751-M  
/031353M

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

Time : 3 Hrs.

M.M. : 100

#### SECTION-A

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

- Q.1 Consumerism means .....  
a) Protection of Interest of consumers  
b) Protection of Interest of Producers  
c) Protection of Interest of Government  
d) None of these
- Q.2 Family comes under  
a) Primary Group                      b) Secondary Group  
c) Formal Group                      d) None of these
- Q.3 Personality of individual is constituted by .....  
a) Physical traits  
b) Psychological traits  
c) Both  
d) None
- Q.4 Group to which an individual or other group is compared?  
a) Primary Group  
b) Secondary Group  
c) Formal Group  
d) Reference Group

(00) (4) 186744-M/126744-M  
/073424/106751-M  
/031353M

(1) 186744-M/126744-M  
/073424/106751-M  
/031353M

- Q.5 Formal Group is .....  
 a) Create by rule  
 b) Common norms  
 c) Defined positions  
 d) All of these
- Q.6 Culture that follows the practice of a big culture is known as.  
 a) Main culture  
 b) Dominating culture  
 c) Subculture  
 d) None
- Q.7 Term 'social class' means .....  
 a) Segmented group on the behalf of caste  
 b) Segmented group on the behalf of wealth and resources  
 c) None  
 d) Both a & b
- Q.8 Term 'consumer life style' stands for .....  
 a) Way of fashion  
 b) Way of living  
 c) Reach to modern Resources  
 d) All of these
- Q.9 Perception is based on .....  
 a) Object appearance  
 b) Experience of individual  
 c) Attitude of Individual  
 d) All of these
- Q.10 Customer satisfaction is affected by .....  
 a) Price                                      b) Quality  
 c) Discount                                d) All of these

(2) 186744-M/126744-M  
 /073424/106751-M  
 /031353M

## SECTION-B

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

- Q.11 The desire to have a commodity or service is called want. (True/False)
- Q.12 Consumer market is that market where household buy goods for personal consumption. (True/False)
- Q.13 ..... is at the top of Maslow's need hierarchy theory. (Social/Self-actualization)
- Q.14 Life style is expressed in his or her activities, interest and opinions (True/False)
- Q.15 Group of people who have referred to by someone are known as primary groups. (True/False)
- Q.16 Consumption leads to satisfaction of human. (Need/Desire/Wish)
- Q.17 Social classes are not developed on the basis of wealth, skill and power. (True/False)
- Q.18 Search for alternatives is a step in consumer decision process. (True/False)
- Q.19 A final consumer buys goods and services for resale. (True/False)
- Q.20 Needs are at different on each levels of the hierarchy of needs. (True/False)

## SECTION-C

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

- Q.21 Describe the elements and theories of learning.
- Q.22 What are the main objectives of studying consumer behavior?
- Q.23 How personal factors influence consumer behavior.

(3) 186744-M/126744-M  
 /073424/106751-M  
 /031353M