

- Q.15 Discuss in brief the post purchase behaviours of consumers.
- Q.16 What is the difference between Sensation and interpretation of stimuli ?
- Q.17 What is Operant Conditioning theory ?
- Q.18 How Needs and Motives impact the choice of consumers ?
- Q.19 Discuss the impact of cultural values on Consumption Pattern.
- Q.20 Explain in brief the extensive decision making .
- Q.21 Discuss the role of loyalty in marking marketing strategy.
- Q.22 Discuss the role of market segmentation in marketing strategy.

#### **SECTION-D**

**Note:** Long answer type questions. Attempt any two questions out of three questions.  $(2 \times 8 = 16)$

- Q.23 Discuss in detail Consumer Decision Making Process.
- Q.24 What are the different Social Factors that influence Consumer behaviour ?
- Q.25 Discuss the different models of consumer behaviour in their 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  $(6 \times 1 = 6)$

- Q.1 What is consumer behavior?
- The study of how consumers make decisions
  - The study of marketing strategies
  - The study of production processes
  - The study of financial analysis
- Q.2 Which stage of the consumer decision-making process involves recognizing a need ?
- Information search
  - Problem recognition
  - Evaluation of alternatives
  - Purchase decision
- Q.3 Cultural factors include all EXCEPT:
- Values
  - Norms
  - Family size
  - Language

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**Q.4** What role does motivation play in consumer behaviour?

- a) It drives consumer perception .
- b) It determines consumer loyalty.
- c) It influences the desire to satisfy needs.
- d) It affects pricing strategies.

**Q.5** Which of the following is a type of consumer decision-making process?

- a) Expended problem solving
- b) Limited problem solving
- c) Habitual decision making
- d) All of the above

**Q.6** Social class is determined by :

- a) Income only
- b) Education, income, and occupation
- c) Age and gender
- d) Geographic location

## **SECTION-B**

**Note:** Objective/ Completion type questions. All questions are compulsory. (6x1=6)

- Q.7 Reference groups only include family members. (True/False)
- Q.8 Brand loyalty is a result of consistent positive experiences with a product. (True/False)
- Q.9 Psychological factors do not influence impulse buying .(True/False)
- Q.10 Consumers use both rational and emotional factors when making decisions.(True/False)
- Q.11 Demographics are the only factors that determine consumer behaviour. (True/False)
- Q.12 Marketing strategies must adapt to consumer behaviour trends .(True/False)

## **SECTION-C**

**Note:** Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

- Q.13 Define consumer behaviour . Discuss any two scope of consumer behaviour.
- Q.14 What are the main psychological factors that influence consumer behaviour ?

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