

- Q.30 Discuss personal factors influence consumer behavior.
- Q.31 Define society. Discuss the formal controls on individual's behavior.
- Q.32 What are the features of attitude?
- Q.33 What are the advantages of studying consumer behavior.
- Q.34 What are the main points of post purchase decision.
- Q.35 Discuss the roles of cultural values in buying decision.

SECTION-D

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

- Q.36 Explain the consumer decision making process in detail.
- Q.37 What do you understand by 'Howard-Sheth' model? Discuss in detail.
- Q.38 Explain the Maslow's need hierarchy theory of motivation. Discuss its market applications.

No. of Printed Pages : 4
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4th Sem / Branch : DBM, DBM (IPM) Subject:- Consumer Behaviour

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 Positive motivation involve.....
a) Bonus b) Incentive
c) Promotion d) All of these
- Q.2is nuclear family
a) Small family b) Large family
c) Both d) None
- Q.3 Post purchase behavior may be influenced by
a) Quality b) Durability
c) Assistance d) All of these
- Q.4 Customer can be.....
a) Buyer b) User
c) Both d) None
- Q.5 What do you mean by impulse buying?
a) Buying less b) Buying more
c) Unplanned buying d) All of these
- Q.6 What is purchasing power?
a) Capacity to hold
b) Capacity to maintain
c) Financial capacity to buy
d) None

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- Q.7 Perception is.....
a) Psychological factor b) Physical factor
c) Both d) None

- Q.8 Meaning of learning
a) To get new skills
b) To Acquire new knowledge
c) Change in behavior
d) All of these

- Q.9 Customer retention means?
a) Promote re-purchasing
b) Promote re-visits
c) Continue Communication
d) All of these

- Q.10 What do you mean by consumerism?
a) Promotion of customer interest
b) Protection of customer interest
c) Both
d) None

SECTION-B

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

- Q.11 A primary group includes family and close friends. (True/False)
Q.12 Need determination is the first step of consumer decision making process. (True/False)
Q.13 Attitude is not a psychological trait. (True/False)
Q.14 Pricing included in the 4P's of marketing mix. (True/False)

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- Q.15 Objection handling is not a stage of Selling process. (True/False)
Q.16 The goods which are available for all members of society are called public goods. (True/False)
Q.17purchase goods and services for personal use". (Customer/Business)
Q.18 According to Maslow's need hierarchy of primary needs are.....needs (Social/Physical)
Q.19 Learning describes changes in an individual's behavior by experience. (True/False)
Q.20 Occupation is the factor that best indicates social class. (True/False)

SECTION-C

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

- Q.21 Define culture. Explain the effects of culture and subculture on consumer behavior.
Q.22 Explain various types of consumers.
Q.23 What is motivation? How does it influence consumer behavior?
Q.24 What is market segmentation? Explain basis of segmentation.
Q.25 Describe the theories of personality.
Q.26 What are the main components of attitude? Discuss them.
Q.27 Discuss briefly the various types of needs.
Q.28 Describe the nature of consumer behavior.
Q.29 What do you mean by post purchase decision.

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