

- Q.23 Write a detail note on different types of consumers.
- Q.24 Explain in detail the importance of consumer behaviour.
- Q.25 What do you mean by the input steps in the process of decision making? Explain in detail.
- Q.26 Write a detail note on Purchase process.
- Q.27 Explain self-concept in detail.
- Q.28 Write a detail note on post purchase behaviour.
- Q.29 What do you understand by motivation? Explain in detail.
- Q.30 Write a detail note on reference group.
- Q.31 Write a short note on attitude formation.
- Q.32 Write a brief note on determinants of consumer behaviour.
- Q.33 What do you understand by perception? Explain in detail.
- Q.34 Write a detail note on learning.
- Q.35 Write a short note on levels of buying decision making.

Section-D

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

- Q.36 Define subculture. Discuss in detail the impact of subculture on consumer buying behaviour.
- Q.37 What do you understand by consumer influence? Write a detail note on impact of consumer influence on consumer buying behaviour.
- Q.38 What are various decision making models? Explain consumerism in detail.

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

Time : 3 Hrs. M.M. : 100

SECTION-A

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

- Q.1 _____ refers to how an individual perceives a particular message.
 a) Consumer satisfaction
 b) Consumer interpretation
 c) Consumer evaluation
 d) Consumer dissonance
- Q.2 _____ has a strong influence on an individual's need, want and behaviour.
 a) Culture b) Brand
 c) Product d) None of the above
- Q.3 The buying process starts when the buyer recognises a _____.
 a) Product or Service b) Shop or Market
 c) Need or Problem d) Money or Status
- Q.4 First stage in the basic model of Consumer Decision Making is _____.
 a) Purchase
 b) Information Search

- c) Need
d) Evaluation of alternatives
- Q.5 Which of the following best indicates the social class?
a) Time b) Occupation
c) Fashion d) None of the above
- Q.6 CDM stands for _____.
a) Consumer Development Model
b) Consumer Decision Mix
c) Consumer Decision Making
d) Consumer Development Matrix
- Q.7 If performance meets consumer expectations, the consumer is _____.
a) Satisfied b) Dissatisfied
c) Delighted d) Happy
- Q.8 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.9 The reference group to which an individual wishes to belong is known as _____.
a) Facilitative group b) Secondary group
c) Primary group d) Aspiration group
- Q.10 Relatively permanent and ordered division in a society whose members share similar values, interest and behaviour is known as _____.
a) Social Class b) Subculture
c) Culture d) None of the above

Section-B

- Note:** Objective type questions. All questions are compulsory. (10x1=10)
- Q.11 Type A and B are the types of personality. (True/False)
Q.12 Any individual who purchases goods and services from the market for his/her end-use is called a consumer. (True/False)
Q.13 Consumer behaviour refers to how an individual perceives a particular message. (True/False)
Q.14 Culture has one of the most basic influences on an individual's need, wants, and behaviour. (True/False)
Q.15 S-R is one of the new model of learning. (True/False)
Q.16 The customer is dissatisfied when actual performance exceeds the expected performance of the product. (True/False)
Q.17 The consumers who buy without much analysis or information about the product are known as Impulsive buyer. (True/False)
Q.18 Word of mouth publicity by a satisfied customer is the most effective and cheapest way of promotion. (True/False)
Q.19 Reference group refers to political leaders. (True/False)
Q.20 Perception is a way of looking at or understanding of something. (True/False)

Section-C

- Note:** Short answer type Question. Attempt any twelve questions out of fifteen Questions. (12x5=60)
- Q.21 Write a detail note on motivation.
Q.22 What do you mean by culture? Explain in detail.