

- 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.

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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

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

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.

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