

- ### SECTION-D
- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x8=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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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 ?