

- Q.22 What do you mean by social class? Explain in detail.
  - Q.23 What are various types of consumers? Explain in detail.
  - Q.24 Explain in detail the significance of consumer behaviour.
  - Q.25 What do you understand by the input steps in the process of decision making? Explain in detail.
  - Q.26 Write a detail note on Purchase behaviour.
  - Q.27 Explain personality 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 consumerism.
  - 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 Reference group.
  - Q.35 Write a short note on rural consumer behaviour.

## **SECTION-D**

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

- Q.36 Define culture. Discuss in detail the impact of culture 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 Nicosia Model of consumer decision making in detail.

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4th Sem / 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 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.2 First stage in the basic model of consumer Decision  
Making is \_\_\_\_\_.  
a) Purchase  
b) Information Search  
c) Need  
d) Evaluation of alternatives

Q.3 CDM stands for \_\_\_\_\_  
a) Consumer Development Model  
b) Consumer Decision Mix  
c) Consumer Decision Making  
d) Consumer Development Matrix

Q.4 If performance meets consumer expectations, the  
consumer is \_\_\_\_\_.  
a) Satisfied                  b) Dissatisfied  
c) Delighted                d) Happy

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- Q.5 Parents buy toys or gifts for their children. This act is considered as \_\_\_\_\_ in the buying process.  
 a) Buyer                    b) Decider  
 c) Maintainer              d) All of the above
- Q.6 \_\_\_\_\_ is displayed by a person while buying salt.  
 a) Selective Buying Behaviour  
 b) Routine buying behaviour  
 c) Extensive buying behaviour  
 d) Credence buying behaviour
- Q.7 The purchase of items like ice cream, chocolate, or soft drinks demonstrate.  
 a) Deliberate buying    b) Corrective buying  
 c) Effective buying    d) Impulsive buying
- 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 Customers are \_\_\_\_\_ when they look for the prestige associated with the brand while making a buying decision.  
 a) Novelty oriented    b) Quality oriented  
 c) Brand conscious    d) All of the above
- Q.10 The customers who look for quality while making a purchase decision come under.  
 a) Quality oriented style  
 b) Impulsive style  
 c) Pleasure oriented style  
 d) None of the above

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## SECTION-B

- Note:** Objective type questions. All questions are compulsory. (10x1=10)
- Q.11 Any individual who purchases goods and services from the market for his/her end-use is called a consumer. (True/False)
- Q.12 Consumer behaviour refers to how an individual perceives a particular message. (True/False)
- Q.13 Culture is one of the most basic influences on an individual's needs, wants, and behaviour. (True/False)
- Q.14 Second stage in the Consumer Decision Making model is Purchase. (True/False)
- Q.15 The customer or consumer is dissatisfied when actual performance exceeds the expected performance of the product. (True/False)
- Q.16 The customers who are interested in buying and experimenting with new products or variants called novelty conscious. (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 The main focus of selling concept is on production volume. (True/False)
- Q.20 Reference group refers to political leaders. (True/False)

## SECTION-C

- Note:** Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)
- Q.21 Write a detail note on family influence.

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