

- Q.22 What do you understand by personality? Explain in detail.
- Q.23 What are the types of consumers? Explain in detail.
- Q.24 Explain in detail the importance of consumer behaviour.
- Q.25 Write a detail note on consumerism.
- Q.26 Write a detail note on post purchase behaviour.
- Q.27 What do you mean by social class? Explain in detail.
- Q.28 Write a detail note on process of consumer decision making.
- Q.29 What do you understand by learning? Explain in detail.
- Q.30 Write a short note on attitude formation.
- Q.31 What do you understand by perception? Explain in detail.
- Q.32 Write a brief note on Nicosia model of consumer decision making.
- Q.33 What do you understand by consumer influence? Explain in detail.
- Q.34 What are different levels of consumer decision making? Explain in brief.
- Q.35 Write a detail note on Reference group.

SECTION-D

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

- Q.36 What are various decision making models. Write a detail note on Howard-Sheth Model.
- Q.37 What do you understand by attitude? How do change attitude? Explain in detail.
- Q.38 What do you mean social class? Explain in detail the influence of social class on consumer behaviour.

No. of Printed Pages : 4

Roll No.

186744-M/126744-M

/073421/106751-M

/031353M

4th Sem.

Branch : DBM, DBM (IPM)

Sub. Consumer Behaviour

Time : 3 Hrs.

M.M. : 100

SECTION-A

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

- Q.1 Secondary reference groups include _____.
 a) Family and close friends
 b) Sports groups
 c) Ethnic and religious groups
 d) Paternal organizations and professional associations
- Q.2 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.3 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.4 The purchase of items like ice biscuit, toffee or fruit drinks demonstrate.
 a) Deliberate buying b) Corrective buying
 c) Effective buying d) Impulsive buying

(20) (4) 186744-M/126744-M
 /073421/106751-M
 /031353M

(1) 186744-M/126744-M
 /073421/106751-M
 /031353M

- Q.5 ____ is displayed by a person while buying salt.
- Selective Buying Behaviour
 - Routine buying behaviour
 - Extensive buying behaviour
 - Credence buying behaviour
- Q.6 Parents buy diaper or footwear for their children. This act is considered as _____ in the buying process.'
- Buyer
 - Decider
 - Maintainer
 - All of the above
- Q.7 First stage in the basic model of Consumer Decision Making is _____.
- Purchase
 - Information Search
 - Need
 - Evaluation of alternatives
- Q.8 CDM stands for _____.
- Consumer Development Model
 - Consumer Decision Mix
 - Consumer Decision Making
 - Consumer Development Matrix.
- Q.9 If performance exceeds consumer expectations, the consumer is _____.
- Satisfied
 - Dissatisfied
 - Delighted
 - Happy
- Q.10 When a consumer buys a product or service for the first time, it is facing a _____.
- Habitual re buy situation
 - Straight re buy situation
 - Modified re buy situation
 - New Task situation

(2) 186744-M/126744-M
/073421/106751-M
/031353M

SECTION-B

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

- Q.11 The first stage in the Consumer Decision Making model is Purchase. (True/False)
- Q.12 Consumer behaviour refers to how an individual perceives a particular person. True/False.
- Q.13 Subculture has the basic influences on an individual's needs, wants and behaviour. (True/False)
- Q.14 The consumer buying process starts with awareness. (True/False)
- Q.15 Consumer loyalty does not reflect in consumer retention, repeat business and customer referrals. (True/False)
- Q.16 The customer or consumer is delighted when actual performance matches the expected performance of the product.
- Q.17 The customers who are interested in buying and experimenting with new products or variants called novelty conscious. (True/False)
- Q.18 The consumers who buy without much analysis or information about the product are known as impulsive buyer. (True/False)
- Q.19 Want for a specific product backed by an ability to pay is called demand. (True/False)
- Q.20 Sales concept aims at customer satisfaction. (True/False)

SECTION-C

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

- Q.21 What do you understand by motivation? Explain in detail.

(3) 186744-M/126744-M
/073421/106751-M
/031353M