

Time: 2½ hrs.

- Note:
1. All questions are compulsory with internal options.
 2. The figures to the right indicate full marks.
 3. Draw a neat diagram wherever necessary.

Q. 1 (A) Fill in the blanks with the correct answer from the alternatives given below. (08)
(Attempt any 8)

- (1) Consumer _____ is the amount of physical and mental effort that a consumer puts while making a purchase decision.
 (a) involvement (b) profiling
 (c) decision making (d) segmentation
- (2) Today's consumer is focused on buying _____ products as they are more conscious about health, hygiene and fitness.
 (a) varied (b) costly
 (c) eco-friendly (d) undesirable
- (3) _____ buying is also known as shopping addiction.
 (a) Compulsive (b) Routine
 (c) Impulsive (d) Unwanted
- (4) _____ is the sum total of ways in which an individual reacts and interacts with others.
 (a) Value system (b) Personality
 (c) Attitude (d) Aptitude
- (5) _____ leaders are influential members of a society.
 (a) Situational (b) Opinion
 (c) Autocratic (d) Democratic
- (6) Individual consumers make purchases in _____ quantities.
 (a) small (b) large
 (c) big (d) bulk
- (7) The _____ is based on the reality principles and is also an individual's conscious control.
 (a) Id (b) Superego
 (c) Ego (d) Extra ego
- (8) _____ need describes an individual's concern for socializing to gain friends, desire for being accepted and for belonging.
 (a) Attitude (b) Achievement
 (c) Power (d) Affiliation
- (9) _____ model tries to explain the buyer behaviour by establishing a link between the organisation and its consumers.
 (a) Nicosia (b) Innovation
 (c) Diffusion (d) EBM
- (10) Empty nest _____ refers to an older couple with no children at home.
 (a) I (b) II
 (c) III (d) IV

(B) State whether the following statements are True or False. (Attempt any 7) (07)

- (1) In-group members feel for "they".
- (2) Institutional consumers purchase goods in bulk quantities.
- (3) The laggards are the first to adopt a new product.
- (4) Culture can have a profound effect on consumer behaviour and impact how a product is marketed.
- (5) The Classical Conditioning theory of learning is proposed by B.F. Skinner.
- (6) Consumers purchase those products that match their personal image.
- (7) Lower income customers are status conscious.
- (8) Product personality is the set of human characteristics assigned to a product.
- (9) Physiological needs cannot be postponed for long.
- (10) According to Abraham Maslow, self-actualisation needs are the highest level of needs.

Q.2 (a) What are the different types of consumer behaviour? (08)

(b) Define consumer behaviour. Explain the characteristics of consumer behaviour. (07)

OR

Q.2 (p) Enumerate the economic and personal factors affecting consumer behaviour. (08)

(q) Explain the importance of studying consumer behaviour. (07)

Q.3 (a) Explain McClelland's theory of needs. (08)

(b) Explain the Freudian theory of personality. (07)

OR

Q.3 (p) Elaborate on the sources of consumer attitude formation. (08)

(q) Describe Maslow's theory of hierarchy of needs. (07)

Q.4 (a) What are the stages involved in the family life cycle? (08)

(b) Enumerate the features of social class. (07)

OR

Q.4 (p) Explain the role of opinion leaders in the purchase process. (08)

(q) Elucidate the difference between In-group vs Out-group of consumers. (07)

Q.5 (a) Discuss the Nicosia model in consumer decision making. (08)

(b) What are the advantages and disadvantages of E-buying? (07)

OR

Q.5 (p) Write short notes on (Attempt any 3) (15)

- (1) Levels of consumer involvement
- (2) Cultural influence on consumer behaviour
- (3) E-buyer vs the Brick-and-Mortar buyer
- (4) Importance of group dynamics
- (5) Self-concept