

**Malini Kishor Sanghvi College of Commerce and Economics**



Subject: Consumer Behaviour

Class: SYBMS - B

Sem: III

Time: 2.5 hours

Marks: 75

Note: 1) All questions are compulsory with internal choice.

2) Figures to the right indicate marks

Q1. A) Fill in the blanks: (Any - 8)

(8 Marks)

1. Today's business is considered as a "\_\_\_\_\_ Oriented activity" where there is stiff competition which one cannot thrust a product on consumer.
2. \_\_\_\_\_ consumers purchase goods and services for systematic conduct of their manufacturing activities and also in order to run their institutions and organizations.
3. When the consumer is highly involved in the buying and there are significant differences between brands, then it is called \_\_\_\_\_ buying behaviour.
4. \_\_\_\_\_ is the amount of physical and mental effort that a consumer puts while making a purchase decision.
5. \_\_\_\_\_ is caused by motives or needs and motivation is the process of inducing persons to experience needs for a certain goal or behaviour.
6. \_\_\_\_\_ is a total set of various characteristics such as behavioural, temperamental, emotional and mental that an individual possess.
7. The \_\_\_\_\_ is based on the reality principles and is also an individual's conscious control.
8. \_\_\_\_\_ is the trait and knowledge of specific group of persons elucidated by everything from language, religion, cuisine, music, arts, customs, social habits, etc. Culture
9. \_\_\_\_\_ are deep rooted in people that they are generally not aware of them and have problem in identifying them.
10. \_\_\_\_\_ model consists of four major sets of constructs.

Q1. B) State whether True or False: (Any - 7)

(7 Marks)

1. Psychographic profile divides the consumers into different categories based on social class, life style and personality characteristics.
2. Acquired needs are those needs that we learn from our surroundings/environment or culture.
3. The self concept is based on five sensory human organs such as eyes, ears, nose, tongue and skin.
4. Consumers are individuals who have experience, knowledge and position which helps them to exhibit that they are suitable for providing appropriate and credible information.
5. Information is the first stage in the adoption process where the consumer gets exposure to a new product, new idea or a new innovation and gets knowledge about it.
6. Early adopters consists of 13.5 percent of the consumers who adopt the new product or new idea.

7. Knowledge plays a vital role in determining how promptly an innovation spreads in a market.
8. Innovation means the newness of product or a new product introduced with few new attributes in the market.
9. A policy is a belief or behaviour or way of acting that people in a particular society or group have continued to follow for a long time from one generation to another.
10. The groups with which an individual interacts and has regular contact are called Contractual groups.

Q2. Discuss in detail the determinants of buyer behavior. (15 Marks)

OR

Q2. A) Distinguish between retail consumer and institutional consumer? (8 Marks)

B) Define Consumer behaviour. Discuss the consumer decision making process. (7 marks)

Q3. A) Discuss the changing consumer attitudes. (8 Marks)

B) What is self-concept? Explain its impact on marketing. (7 Marks)

OR

Q3. A) Discuss consumer attitude formation and change. (8 Marks)

B) Define perception. Explain the characteristics of perception. (7 Marks)

Q4. Discuss in detail the stages involved in the family life cycle. (15 Marks)

OR

Q4. A) Distinguish between In-Group versus Out-Group Influences. (8 Marks)

B) Discuss role of opinion leader in diffusion of innovation and purchase process. (7 Marks)

Q5. A) Distinguish between E-Buyer and Brick and Mortar Buyer. (8 Marks)

B) Discuss the Engel, Blackwell and Miniard (EBM) model. (7 Marks)

OR

Q5. Short Notes: (Any-3) (15 Marks)

- a) Importance of consumer behavior
- b) Maslow's Need Hierarchy Theory
- c) Neo-Freudian Personality Theory
- d) Selected consumer-related reference groups
- e) Disadvantages of E-Buying