



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. In _____ one studies the behavior of consumers for consumption of goods which the ultimate consumer may buy for himself or for someone else.
2. Today's consumer is focused on buying _____ products as they are more conscious about health, hygiene and fitness.
3. The costly products or luxurious goods like diamonds are called _____ involvement products.
4. A person's _____ group consists of all members of the group who have a direct or indirect influence on his/her attitudes and behaviour.
5. _____ is the process of seeking awareness or understanding the sensory information.
6. _____ represent the inner expressions or feelings that reflect whether an individual is favourably or unfavourably predisposed to a product or a brand.
7. _____ need describes an individual's concern for socializing to gain friends, desire for being accepted and for belonging.
8. _____ are unwritten rules and guidelines which prescribe specific behaviour of how to behave in particular circumstances.
9. _____ is the ranking of people in a society by other members into higher and lower positions so as to produce a hierarchy of respect or prestige.
10. _____ is very convenient as the consumer can buy or sell anything at anytime and from anywhere through online shopping.

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

(7 Marks)

1. Before purchasing the low involvement products like breakfast cereals such as kellogs, groceries, consumers spend a lot of time to think.
2. Need is one of the basic human requirement.
3. The function of ego is to ensure that the individual's satisfy their need in a socially acceptable manner.
4. The family member, who initiates the idea for purchasing a product or service or collects the relevant information relating to a product is called Information gatherer.
5. In Routinized response behaviour stage, the buyers have well -defined choice criteria and they also have strong inclination towards the brand.
6. Vision refers to general or specific goals impelling to action.
7. In India, the electronic share trading was introduced in the year 1994 by the BSE.



8. E-buyer has to bear the delivery cost and there are chances of mishandling the shipment.
9. A product is referred to as a new innovation, when there is a modification or an improvement in an existing product.
10. Laggards majority consists of 34 percent of the adopters.

Q2. Discuss in detail profiling the consumer and understanding their needs. (15 Marks)

OR

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

B) Define consumer behavior. Explain the features of consumer behavior. (7 Marks)

Q3. A) Define Learning. Enumerate the nature of learning. (8 Marks)

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

OR

Q3. C) Define attitude. Discuss the features of consumer attitudes. (8 Marks)

D) Discuss the classical conditioning theory of learning. (7 marks)

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

OR

Q4. A) Discuss the various types of reference groups. (8 Marks)

B) Define family. Explain the functions of family. (7 Marks)

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

B) Explain in features of E-Buying. (7 Marks)

OR

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

- a) Importance of consumer behavior
- b) Trait Theory and personality traits
- c) Neo-Freudian Personality Theory
- d) Social Class
- e) Decision Process