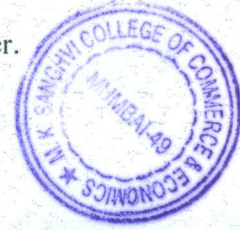


[Time: 2:30 Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B: 1. All questions are compulsory.  
2. Figures to the right indicate full marks.



08

Q.1 A) Answer the following: (Any Eight)

1. \_\_\_\_\_ are factors that have been shown to affect consumer behavior.
  - A) Brand name, quality, newness, and complexity
  - B) Advertising, marketing, product, and price
  - C) Outlets, strategies, concept, and brand name
  - D) Quality, advertising, product positioning, and strategy.
2. A person's \_\_\_\_\_ consist(s) of all the groups that have a direct (face-to-face) or indirect influence on his/her attitudes or behavior.
  - A) subculture      B) family      C) social class      D) reference groups
3. Identify an economic circumstance that can greatly affect any product or brand choice.
  - A) retirement      B) values      C) lifestyle      D) borrowing power.
4. Consumers often choose and use brands that have a brand personality consistent with how they see themselves, also known as the \_\_\_\_\_.
  - A) actual self-concept      B) ideal self-concept
  - C) others' self-concept      D) prohibitive self-concept
5. \_\_\_\_\_ portrays the "whole person" interacting with his or her environment.
  - A) Attitude      B) Personality      C) Lifestyle      D) Self-concept
6. Marketers who target consumers on the basis of their \_\_\_\_\_ believe that they can influence purchase behavior by appealing to people's inner selves
  - A) core values      B) sophistication      C) money constrain      D) social class
7. At the top of Maslow's hierarchy of needs comes.
  - A) esteem      B) self-actualization      C) social      D) safety.
8. Which of the following also includes a situation-specific component?
  - A) personality      B) self-concept      C) involvement      D) demographics
9. Which of the following is a situation in which consumer behaviour occurs?
  - A) communications situation      B) purchase situation
  - C) usage situation      D) All of the above
10. Understanding of consumer needs and then develops a marketing mix to satisfy these needs.
  - A) The marketing concept      B) The strategic plan
  - C) The product influences      D) The price influences

Q.1 B) Match the column: (Any Seven)

07

Column 'A'	Column 'B'
1. Online Stores	a) Brick-and-Mortar
2. Direct purchase from store	b) Traditional Bound
3. Laggards	c) 24X7
4. Personal factors	d) Lifestyle
5. Person's own living pattern	e) Self-concept and personality.

6. Cultural factors	f) Customer delighted
7. Early stage of decision making	g) Is acquires by learning
8. Culture	h) Social Class
9. Exceeds customer expectations	i) EPS
10. Nicosia	j) Consumer behavior on the basis of four fields

- Q.2 a. What is the diversity of consumers? Discuss. 07  
 b. Define consumer behavior and discuss its features. 08

OR

- Q.2 a. Define Motivation. Discuss its characteristics. 07  
 b. What is brand personification? Elucidate in detail. 08

- Q.3 a. Explain "Mc. Clelland's theory of needs" 07  
 b. Discuss in detail Maslow's needs Hierarchy theory. 08

OR

- Q.3 a. Explain in detail Trait and Freudian theory of personality in detail with examples. 15

- Q.4 a. What is self-concepts? Discuss in detail. 07  
 b. Define Attitude. What are its functions? 08

OR

- Q.4 a. Define consumer learning. What are the features of consumer learning? 07  
 b. Write a note on family decision making. 08

- Q.5 a. Explain factors that affects reference group influences 07  
 b. Discuss the Nicosia model of consumer Decision making? 08

OR

- Q.5 Answer the following (Any Three) 15

- a. Features of E- buying
- b. Cultural influence on consumer
- c. Self-concept
- d. Features of organizational consumers
- e. Stages in adoption process

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