

CONSUMER BEHAVIOUR
SYBMS sem III Reg & A.T.K.T. Exam Oct-2019.
16/10/19.

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. _____ theory is known as Achievement Motivation Theory.
2. _____ can be said to be the study of how individuals make decisions on how to spend their available resources (time, money and effort) on various consumption-related items.
3. _____-is a total set of various characteristics such as behavioural, temperamental, emotional and mental that an individual possess.
4. _____ finalises his budget and also decides on which brand to purchase.
5. _____ are also considered as expert in a particular category.
6. A large chunk of population belongs to _____ class.
7. _____ class comprises of factory labourers, skilled and semi skilled workers, clerks, lower level supervisors.
8. _____ are very conservative, suspicious and traditional and lag behind in accepting new innovation.
9. _____ has to bear the delivery cost and there are chances of mishandling the shipment.
10. Early adopters consists of _____ percent of the consumers who adopt the new product or new idea.

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

(7 Marks)

1. Consumer behaviour is a continuous process.
2. In High involvement the consumer is not highly involved while purchasing the product.
3. In variety seeking buying behaviour the consumer's involvement is low while buying the product but there are significant differences between brands.
4. Personality of an individual is not consistent and enduring.
5. Learning involves change in behaviour.
6. Attitudes can be observed directly.
7. The upper class comprises of a large portion of population.
8. Opinion Leaders are also regarded as prospective ambassadors of goodwill by the consumers.



9. Brick and Mortar business is an establishment which deals with its customers face to face.
10. Diffusion is a macro process which is concerned with the spread of a new idea or a new product from its source to the consumers.

Q2. Discuss the profiling of the consumer. (15 Marks)

OR

Q2. C) Discuss the social class influence on consumer behaviour. (8 Marks)

D) Define Consumer Behaviour. Explain its importance. (7 Marks)

Q3. Explain the family life cycle. (15 Marks)

OR

Q3. C) Discuss the role of opinion leaders in diffusion of innovation. (8 Marks)

D) What are attitudes? Explain its functions. (7 Marks)

Q4. Distinguish between E-Buyer v/s Brick and Mortar Buyer. (15 Marks)

OR

Q4. A) Explain the cultural influences on consumer behaviour. (8 Marks)

B) Explain the Nicosia Model of consumer decision making. (7 Marks)

Q5. A) Explain the advantages of E-buying. (8 Marks)

B) Explain the types of Types of consumer behaviour. (7 Marks)

OR

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

- a) Disadvantages of E-buying
- b) Features of perception
- c) Factors that affect reference group influence
- d) Adoption process
- e) Engel, Blackwell and Miniard (EBM) Model