

**Pune Vidyarthi Griha's
College of Science and Technology
S.Y.BMS SEM-III Regular Examination
Consumer Behaviour [MARKETING] (Set 1)**

Date: 28/10/23

(Time: 2.5 hrs)

Total Marks: 75

Note :

- (1) All questions are compulsory.
- (2) All questions have internal choice.
- (3) Draw neat diagrams wherever necessary.
- (4) Use of simple calculator is permitted.
- (5) Figures to the right indicate full marks.

Q.1 A) choose the appropriate alternative from the given option (Any 8)

(MARKS

8)

- 1) Consumer behavior is _____.
a) ever flexible. b) always stable. c) always rigid. d) unfavorable
- 2) Personality _____ change.
a) can. b) cannot. c) will not. d) refuses
- 3) Individual determinants of consumer behavior include learning, personality and _____.
a) motivation b) Attitude. c) self concept d) likes and dislikes
- 4) Consumer needs refer to the _____ of a customer.
a) requirements. b) Motives. c) Attitudes. d) Self-esteem
- 5) _____ is the tendency to behave in a certain manner.
a) Attitude b) personality. c) Behavior d) psychology
- 6) _____ class enjoys higher status in society.
a) Upper. b) Middle. c) Lower. D) Upper- middle
- 7) At the top of Maslow's hierarchy of needs comes _____.
a) esteem b) self actualization c) social. D) safety
- 8) _____ is the first field of Nicosia Model of consumer behavior.
a) Purchase Decision b) Search Substitute c) Attributions. d) Evaluation
- 9) Innovators encourage _____ of box thinking.
a) Out. b) Top. c) Insight. d) Down
- 10) _____ Stores refers to offline stores.

- a) Virtual. b) Online. c) Local. d) Brick & Mortar.

B) True or false: (any 7)

(MARKS 7)

1. Consumer buying behavior is always certain.
2. High involvement products are normal products of daily use.
3. Needs are more basics than wants.
4. Personality reflects individual differences.
5. Extended family is the nuclear family plus other relatives.
6. Initiator influences final price of purchases.
7. E-banking is a dynamic approach to shopping.
8. Decision making is a cognitive process.
9. Adoption process ends with a trial of the product.

Q.2 (a) Explain the types of consumers.

(MARKS 8)

(b) Explain characteristics of consumer behavior.

(MARKS 7)

OR

Q.2 (a) Distinguish between High Involvement Products and Low involvement Products.

(MARKS 8)

(b) What are the factors/determinants influencing consumer behavior?

(MARKS 7)

Q.3 (a) Explain consumer reference groups and their types.

(MARKS 8)

(b) Explain the Hierarchy of Needs theory propounded by Abraham Maslow.

(MARKS 7)

OR

Q.3 (a) What is personality? Explain its nature and characteristics.

(MARKS 8)

(b) Discuss the various parties that influence the formation of consumer attitudes.

(MARKS 7)

Q.4 (a) Discuss the influences of family on Consumer behavior of its members.

(MARKS 8)

(b) What are the different types of consumer needs?

(MARKS 7)

OR

Q.4 (a) What is social class? Explain its features. **(MARKS 8)**

(b) Discuss the types of family. **(MARKS 7)**

Q.5 (a) Discuss the Engel, Blackwell, Miniard Model of consumer decision making. **(MARKS 8)**

(b) Explain the various influences on e-buying behavior. **(MARKS 7)**

OR

Q.5 Answer the following: (Any 3) **(MARKS 15)**

- 1) Bricks and mortar shopping
- 2) Concept of Social class
- 3) Features of E-buying
- 4) Features Retail buyers
- 5) characteristics of consumer motive
