

SYBMS (Mktg)

11/20/19

XY9AFB

Consumer Behaviour

(L)

Time :2hrs 30 min

Marks :75

Note: i) All questions are compulsory. ii) Figures to the right indicates marks.

Q1. State whether true or false (any 8)

(8)

1. Family is an economic organization.
2. Co- shopping is the process of learning.
3. Extended family remains free from tension.
4. Need for achievement does not motivate consumers.
5. Consumers have social needs but not cultural needs.
6. In – group members feel for “they”.
7. Opinion leaders have high knowledge and play active role in collecting and sharing information.
8. Consumer behavior does not change with the social class.
9. Gatekeeper is the final decision maker in the purchase decision.
10. India is ideal market to marketers of multinational products.

Q1.A. Match the following (any 7)

(7)

A	B
1. Consumer behavior study	a) Economic factor
2. Product and price	b) Pensioners
3. Purchase decision	c) Marketing mix
4. Senior citizens	d) Biogenic needs
5. Food, water, air & sunlight	e) Silent advertiser of product or services
6. Satisfied buyer	f) Necessary in marketing
7. Organizational consumer	g) Final decision
8. Income	h) Bulk buyer
9. E- buying	i) Audi Car
10. Retail buyer	j) 24x7
	k) Small scale purchase

Q2. A) Explain consumer profiling with suitable examples.

(15)

OR

B) Define Consumer Behavior. Describe features of consumer behavior.

(8)

C) State difference between retail and organizational consumer.

(7)

Q3.A) Explain classical conditioning and operant conditioning theory.

(15)

OR

B) What is Self- concept? Describe forms of self image.

(8)

C) Write a note on opinion group.

(7)

Q4. A) Define culture. Explain features of culture and give suitable examples how difference in culture influence consumer behavior and market.

(15)

OR

XY9AFB

B) Explain with examples Maslow's theory. (8)

C) Describe classification of social class. (7)

Q5. A) What is E-buying. Explain advantages of E-buying. (8)

B) State types of E- buyer. (7)

OR

Q5. Write short notes on any 3 (15)

1. Nicosia Model of consumer behavior.
2. Define Innovation. Explain need for innovation.
3. State difference between out- group and in- group.
4. Features of E- buying
5. Types of consumer buying behavior.
