

Date: 10.10.2019

Time : (2½ hours)

Total Marks: 75

- N.B. (1) All questions are compulsory.  
(2) Figures to the right indicate marks for respective sub questions.  
(3) Use of **Non-programmable** calculators is **allowed**.  
(4) Draw **neat labeled diagrams** wherever **necessary**.
- Q.1) A Choose correct alternative in each of the following.( Any 8) (08)
- (i) \_\_\_\_\_ behaviour occurs when the consumer is highly involved with the purchase.
  - (ii) The group with which an individual identifies himself is called as \_\_\_\_\_
  - (iii) \_\_\_\_\_ profiling consist of dividing the potential consumer base on the basis of territory.
  - (iv) A \_\_\_\_\_ consist of two or more people living together in a same household connected by blood relation, marriage or adoption.
  - (v) \_\_\_\_\_ is the first and most important step in the consumer decision making process.
  - (vi) \_\_\_\_\_ is the first person to figure out the need.
  - (vii) Howard sheth model explains the concepts from an \_\_\_\_\_ as well as \_\_\_\_\_ point of view.
  - (viii) \_\_\_\_\_ is the relatively permanent change in a person's knowledge or behaviour due to experience.
  - (ix) \_\_\_\_\_ refers to purchase of products & services directly from the seller over internet using a web browser.
  - (x) \_\_\_\_\_ is defined as the way one acts towards themselves and others around them.
- Q.1) B Match the following (Any 7) (07)
- | Group A                    | Group B                             |
|----------------------------|-------------------------------------|
| 1) Psychographic profiling | 1) Incidental                       |
| 2) Cost benefit analyses   | 2) Teenage children                 |
| 3) Learning                | 3) William wells & George Gubar     |
| 4) Brand personification   | 4) Industrial & individual consumer |
| 5) Personality traits      | 5) Brand affinity                   |
| 6) Normative group         | 6) Adventurous                      |
| 7) Early adopters          | 7) Family                           |
| 8) Howard sheth            | 8) 13.5                             |
| 9) Family life cycle       | 9) Conscientiousness                |
| 10) Full nest II           | 10) Consumer decision making        |

- Q.2) Answer the following questions. (15)
- (A) What is the importance of consumer behaviour? (8)
  - (B) Explain features of organizational consumer. (7)
- OR
- (C) What are the types of consumer behaviour? (8)
  - (D) explain consumer decision making process. (7)
- Q.3) Answer the following questions. (15)
- (A) What are the features of personality? (8)
  - (B) Discuss social learning theory of consumer behaviour. (7)
- OR
- (C) Explain classical conditioning theory. (7)
  - (D) What are the types of motivation? give suitable examples. (8)
- Q.4) Answer the following questions. (15)
- (A) What are the features of culture? (8)
  - (B) Which steps includes in family life cycle? (7)
- OR
- (C) Explain characteristics of social class? (7)
  - (D) Discuss needs of perception with suitable examples. (8)
- Q.5) Answer the following questions. (15)
- (A) What are the advantages & Disadvantages of Brick & Mortar shopping? (8)
  - (B) Discuss components of Howard Sheth Model. (7)
- OR
- (C) Write short notes ( any 3) (15)
    - 1. Working of innovation
    - 2. Role of opinion leader
    - 3. Importance of group dynamics
    - 4. Types of learning

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