

Q. P. Code: 22253**Time: 2 ½ hrs****Max. Marks: 75****Q1. A) State Whether following statements are true or false: (Answer any 8) [08]**

- 1) Tastes and Preferences of the consumer keep on changing.
- 2) Situational involvement is a state of arousal over a period of time.
- 3) In variety seeking buying behaviour customers do a lot of brand switching.
- 4) Geographic profiling consists of dividing the consumers into various groups on the basis of their social class, lifestyle and personality.
- 5) Full Nest – II means married couples with children aged 6 -12 years.
- 6) Consumers do not look for reliability in the information obtained by word –of – mouth communication.
- 7) Culture is not inherited i.e., it is not in our genes.
- 8) Roger's proposed a classification of adopters, according to this consumer can be divided into six categories based on the time taken by them to adopt a product.
- 9) Awareness is the first stage in the adoption process.
- 10) Brick and Mortar buyer is one who purchases product through internet.

Q1. B) Match the Columns: (Answer any 7) [07]

Sr. No.	Column A	Sr. No.	Column B
1	Chisellers	a	Biogenic Needs
2	Creative Buyers	b	Also called Freudian Theory
3	Food, Water, Air & Sunlight	c	Very Practical and precise in purchasing
4	Psychoanalytical theory	d	Prescribes appropriate behaviour in particular situation
5	Safety needs	e	Discount Hunters
6	Opinion leaders	f	Provide product related information to family and friends
7	Norms	g	Exogenous variables
8	Values	h	Shared beliefs among groups
9	Howard Sheth Model	i	Decision process variables
10	EBM Model	j	Health, Medicines & Exercise

Q2. Define Consumer Behaviour. Discuss its features in detail. [15]**OR****Q2. Discuss the steps in consumer decision making Process. [15]**

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Q3. Explain the concept of Personality. Discuss the personality traits and its marketing significance. [15]

OR

Q3. Explain self concept. List the forms of self image and elaborate its advantages. [15]

Q4. “Social Class influences consumer behaviour”. Do you agree – Justify your answer. [15]

OR

Q4. Identify the stages involved in family life cycle. [15]

Q5. a) Explain Innovation Adoption curve with the help of a diagram [08]

b) Differentiate between E-buyers v/s Brick and Mortar buyers [07]

OR

Q5. Write Short Notes on: (Answer Any 3) [15]

- a)** Influences on E-buying.
- b)** Howard Sheth model of Consumer Decision Making.
- c)** Nicosia Model of Consumer Decision Making.
- d)** Adoption Process
- e)** Innovator’s Profile.