

[Time: 2:30 Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
 2. Figures to the right indicate full marks.

Q.1 A) Fill in the blanks: (Answer any 8)

08

- a) The purchaser of goods or services is known as the _____.
- b) _____ is the study of how people buy, what they buy, when they buy and why they buy.
- c) In _____ buying behaviour the consumer involvement is low and there is a lot of brand switching.
- d) In _____ profiling the consumers are divided on the basis of territory or region.
- e) _____ is a way of describing a consumer categorically so that they can be grouped for marketing.
- f) _____ is the act of being favourable or unfavourable to an object based on an individual's feeling based on likes and dislikes.
- g) _____ is a way of characterizing the image of a brand by giving it a personal association or a human characteristic.
- h) _____ family structure is an arrangement where individuals are together and under the same roof after marriage.
- i) _____ refers to different stages of family development.
- j) _____ is the first person to figure out the need.

Q.1 B) Match the column: (Any Seven)

07

Column 'A'	Column 'B'
1. Mc. Clellands Theory	a) Freudian Theory
2. ID, Ego and Super Ego	b) Social Needs
3. Abraham Maslow	c) Need for Achievement
4. Brand Personification	d) Children between 6 to 12 years
5. Edward Tolman	e) Adventurous
6. Full Nest II	f) Teenage Children
7. Full Nest I	g) Last stage in the family life cycle
8. Lone Survivor	h) Information Input
9. Engel Blackwell Miniard Model	i) Cognitive
10. Early Adopters	j) 13.5%

Q.2 What are the factors influencing buying behaviour?

15

OR

Q.2 a. Discuss consumer behaviour and explain its features in detail.

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b. Distinguish between Retail consumers and Organizational consumers.

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Q.3 a. Elaborate on consumer perception and what is its effect on buying behaviour.

07

b. Discuss any two theories of learning.

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OR

- Q.3 a. Explain the concept and characteristics of consumer attitude. **07**
 b. Explain the influences on attitude formation. **08**
- Q.4 a. What are the family influences on buyer behaviour? **07**
 b. Explain the classification of the social class with examples. **08**
- OR**
- Q.4 Define subculture, state its types and influence on an individual. **15**
- Q.5 a. Discuss in detail the Innovators Profile. **07**
 b. Explain the Nicosia Model of consumer behaviour. **08**
- OR**
- Q.5 Answer the following (Any Three) **15**
 a. Process of Diffusion
 b. Types of consumer buyer behaviour
 c. Personality Traits and its marketing significance
 d. Self-Concept
 e. Influences on E-buying
