

Extra

**Note: All questions are compulsory.**

Q.1 A) Fill in the Blanks (Any 8)

08

1. Thinkers are motivated by \_\_\_\_\_  
a. desire for achievement b. ideals c. self d. none of the above
2. according to McClelland's theory of needs and need for Power \_\_\_\_\_  
a. control over other people b. related to the the need to belong c. related to the need to achieve d. none of the above
3. According to Maslow's need hierarchy theory, after the psychological need are satisfied \_\_\_\_\_ needs motivated an individuals behaviour  
a. self-esteem b. safety and security c. self actualization d. social need
4. Attitudes may be positive or \_\_\_\_\_  
a. negative b. extra c. both d. none of the above
5. Every individual has a specific image of himself, this is called as \_\_\_\_\_  
a. self Concept or self image b. large concept c. great concept d. small concept
6. Very high percentage of population belongs to \_\_\_\_\_ class  
a. upper b. middle c. lower d. all of the above
7. \_\_\_\_\_ stage consists of a newly married couple, this stage continue still the first child is born  
a. married b. fullnest-I c. young singles d. full nest-II
8. \_\_\_\_\_ relative standing of members of the society, so that position a higher position higher status then the members in the Lower class"  
a. learning b. social class c. family d. upper glass
9. Online stores are open for \_\_\_\_\_  
a 5 days b once in a week c 24 x 7 d twice a week
10. \_\_\_\_\_ cannot inspect the goods physically, I can only see their image on the internet  
a. e buyer b. brick and mortar buyer c. both of them d. none of them

B) True or False (Any 7)

07

1. Beliefs and attitudes have a great influence on the buying decision of the consumers
2. Positive reinforcement means the consumer develops the feeling of satisfaction after purchasing the product
3. Whatever and individual Learns from his parents becomes his culture
4. The parents develop basic family values in their children
5. Opinion leaders do not have good knowledge about a particular product category
6. Consumers do not look for reliability in the information obtained by word of mouth communication
7. The subculture based on male female divide is called gender subculture
8. Consumer behaviour and needs change with social class
9. Howard Sheth model is one of the oldest and most famous structural model that represent consumer behaviour on the market
10. The laggerds are the first to adopt a new product

- Q.2. A. Explain perception along with its elements. 08  
B. Explain Changing consumer attitudes. 07

OR

- C. Importance of Consumer Behaviour. 07  
D. Define consumer behaviour and Types of consumer behaviour 08

- Q.3. A. Discuss types of reference groups. 07  
B. What is culture? Discuss cultural influences on consumer behaviour. 08

OR

- C. Explain Nicosia Model of consumer decision making 08  
D. What is neo freudian personality? Discuss it in detail. 07

- Q.4. A. What are the factors that affect reference group influence? 08  
B. What is Family? Discuss the different types of families. 07

OR

- C. Discuss in detail the adoption Process 07  
D. What are the influences on E-buying 08

- Q.5. Short Notes (Any Three) 15

1. Types of Need
2. Self Concept or Self Image
3. Features of E-buying
4. Product Personality
5. Culture

OR

Discuss Howard-sheth model with a diagram.

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