

Note: (1) All Questions are Compulsory  
(2) Figures to the right indicate Equal Marks

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

(8 Marks)

1. \_\_\_\_\_ buying is also known as a shopping addiction.  
(Compulsive, Routine, Impulsive, status seeking)
2. \_\_\_\_\_ refers to marketing efforts that create a distinct image of the product in the minds of customers. (Positioning, Segmentation, Targeting, Penetration)
3. \_\_\_\_\_ is the tendency to behave in a certain manner.  
(Attitude, Personality, Behaviour, Self-concept)
4. Howard Sheth Model suggest \_\_\_\_\_ levels of decision making. (Three, Four, Five, Six)
5. \_\_\_\_\_ customer is the final customer who purchases products for personal consumption. (Retail, Wholesale, Institutional, Organisational)
6. When a person interacts with other members of a group on regular basis, the group is called \_\_\_\_\_ group. (Primary, Secondary, Formal, Work)
7. \_\_\_\_\_ plays a dominant role in purchasing decisions relating to day-to-day items.  
(Mother, Father, Children, Friends)
8. \_\_\_\_\_ class enjoys higher status in society. (Upper, Middle, Lower, Social)
9. \_\_\_\_\_ people are bound by tradition and are very conservative.  
(Laggards, Innovators, Early adopters, late adopter)
10. \_\_\_\_\_ stores refer to offline stores. (Brick & Mortar, Online, Virtual, E-buying)

Q. 1. B. State Whether the Statement is True or False (Attempt Any 7)

(7 marks)

1. The purchaser of goods and services is known as the consumer.
2. High involvement products are costly and luxury products.
3. Brand personality facilitates brand positioning.
4. Self-actualization needs are the highest among the needs.
5. Innovative customers are those who first try new products in the market.
6. Personality is a combination of physical, mental and social qualities.
7. Gatekeeper is the final decision maker in the purchase decision.
8. Initiator influences the final choice of purchases.
9. E- buying increases costs and decreases sales.
10. Self-concept portrays the "whole person" interacting with his or her environment.

Q. 2. A. Distinguish Between High involvement products & Low involvement products. (8 Marks)

B. Explain the importance of consumer behaviour to marketers. (7 Marks)

OR

C. Explain the consumer buying decision making process. (8 Marks)

D. Explain the Factors influencing consumer behaviour. (7 Marks)

Q. 3. A. Explain Maslow's Hierarchy of Needs theory. (8 Marks)

B. What is Personality? Explain its Characteristics. (7 Marks)

OR

C. Explain the importance of consumer perception to marketers. (8 Marks)

D. Explain the various parties that influence formation of consumer attitude. (7 Marks)

Q. 4. A. Explain the roles of different family members in buying decision. (8 Marks)

B. Explain the factors influencing needs of family members. (7 Marks)

OR

C. Define social class and explain its features. (8 Marks)

D. Explain the influences of culture/ subculture on consumer behaviour. (7 Marks)

Q. 5. A. Distinguish between E-Buyer and Brick and Mortar buyer. (15 Marks)

OR

B. Write Short Notes (Attempt Any 3) (15 Marks)

1. Advantages of E-Buying

2. Types of Families

3. Maslow's Hierarchy of needs theory.

4. Consumer Involvement theory.

5. Nicosia Model

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