



(COLLEGE SEAL)

SEAT No. (In Figures) \_\_\_\_\_

SEAT No. (In Words) \_\_\_\_\_

CLASS \_\_\_\_\_

SUBJECT \_\_\_\_\_

PAPER NO. \_\_\_\_\_

Set II

SUPPLEMENT NO. \_\_\_\_\_

Junior Supervisor's Sign  
(with Date & Time)

## Consumer Behaviour.

- Note! - 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) Behavioural Profiling. Profiling consumers are classified on the basis of their behaviour or buying pattern.
- b) Supplementary needs. needs are over and above the basic needs for existence.
- c) Temporary. involvement may be situational and may last for a short duration.
- d) An unconditioned stimulus produces an unconditioned response.

e) Purchase decision  
~~Evaluating the alternatives~~ is the  
\_\_\_\_\_ stage in the consumer  
buying decision process.

f) Evolutionary innovations are incremental  
advances in technology.

g) Laggards is the last set of  
consumers to adopt a new innovation  
and is 16% of the total consumer  
base.

h) on-line shopping refers to purchasing  
products over the internet directly  
from the seller.

i) Physiological / Biogenic needs consists of hunger,  
thirst, clothing and shelter.

j) Subculture refers to those small  
groups of culture that exists within  
the complex, big culture.

i) when brand

d) State  
Statements

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Q. 1) When a consumer's self image matches with brand image, the result is image congruence. (T)

Q. 2) State whether the following statements are True or False (Any seven) (7)

a) The purchaser of goods and services is known as the consumer. (False)

b) In habitual buying behaviour, consumers are highly involved with the purchase. (F)

c) McClelland identified the need for Achievement. (T)

d) Maslow gave the Need Hierarchy theory. (F)

e) Full Nest is characterised by working couples having children below 6 years of age. (F)

f) Norms are guidelines that prescribe appropriate behaviour in a particular situation. (T)

g) Influence is the final decision maker in the purchase. (F)

h) Learning can alter the behaviour of an individual. (T)

Q. 3) Explain the Main of Consumer

last notes on  
(any 3)  
Types of Diffusion  
Personality  
marketing  
Self  
Influ