

[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

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

07

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.

08

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

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