

Q. P. Code: 22255Time: **2 ½ hrs**Max. Marks: **75****Q1. A) Fill in the Blanks: (Answer any 8) [08]**

- a) _____ profiling consists of dividing the potential consumer base on the basis of territory.
- b) _____ is a relatively permanent change in a persons knowledge or behaviour due to experience.
- c) A _____ consists of two or more people living together in the same household connected by blood relation, marriage or adoption.
- d) _____ refers to those small groups of culture that exists within the complex big culture'
- e) The end user of goods and services is known as a _____.
- f) _____ needs include need for food, water, air, shelter and sunlight.
- g) According to Freud, the structure of human personality is made up of _____, the Ego and the Super Ego.
- h) There is inconsistency between actual self and _____ self.
- i) _____ is the family life cycle stage characterized by working couples having children below 6 years of age.
- j) _____ buyers purchase from physical stores.

Q1. B) State Whether following statements are true or false: (Answer any 7) [07]

- 1) The purchaser of goods and services is known as the consumer.
- 2) In complex buying behaviour, consumers are highly involved with the purchase.
- 3) McClelland identified need for Achievement.
- 4) Perception is a way of describing a consumer categorically so that they can be grouped for marketing.
- 5) A unconditional stimulus produces an unconditional response.
- 6) Learning is a relatively permanent change in a persons knowledge or behaviour.
- 7) Motivation has three components Affective, Behaviour and Cognitive.
- 8) Opinion leaders have high knowledge and play an active role in collecting and sharing information.
- 9) Nicosia model explain the concept from marketers point of view.
- 10) Late Majority consumers neither have information nor are influenced by social groups and keep no interest in new products.

Q2. a) Explain in detail the different types of consumers. [07]**b) Elaborate on the importance of consumer behaviour. [08]****OR****Q2. Explain in detail the determinants of buyer behaviour. [15]****Q3. a) Explain the features of Perception [07]****b) Discuss any one theory of consumer learning. [08]****OR****Q3. Explain the concept of Attitude and discuss in detail Attitude formation and change. [15]**

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- Q4.** a) Explain the family influences on buyer behaviour. [07]
 b) Explain the influences of social class on consumers. [08]
OR
- Q4.** Discuss the concept of culture and sub-culture and its influences on consumer behaviour [15]
- Q5.** a) Discuss the Howard Sheth Model of consumer decision making. [08]
 b) Explain in detail the Adoption Process. [07]
OR
- Q5.** **Write Short Notes on: (Answer Any 3)** [15]
- Engel Blackwell Miniard Model of Consumer Decision Making.
 - Need for Innovation.
 - Adopter Categories.
 - Advantages and Disadvantages of online shopping.
 - Merits and Demerits of Brick and Mortar Shopping.

