
Note: (1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q.1 A Fill in the blanks (Any 8) (08)

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

Q.1 B State whether the following statements are true or false (Any 7) (07)

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

Q.2 A Explain in detail the determinants of buyer's behavior. (15)

OR

Q.2 B Explain in detail the different types of consumers. (08)

Q.2 C Elaborate on the importance of consumer behaviour. (07)

Q.3 A Explain consumer decision making process. **(08)**

Q.3 B Define motivation and its characteristics. **(07)**

OR

Q.3 C Explain in detail Trait and Freudian theory of personality. **(15)**

Q.4 A What is self-concept? Discuss in detail. **(08)**

Q.4 B Define Attitude. What are its functions? **(07)**

OR

Q.4 C Define consumer learning. What are the features of consumer learning? **(08)**

Q.4 D Write a note on family decision making. **(07)**

Q.5 Distinguish between E-buyer and Brick and Mortar buyer. **(15)**

OR

Q.5 **Write short notes on (Any 3)** **(15)**

1. Features of retail consumers
2. Cultural influence on consumer
3. Adoption process
4. Attitude change
5. Characteristics of opinion leader
