

R M 3 C 1 0 2 3

S Y B M S .

CB

Time :2.30 Hrs.

Marks: 75

- Note: 1. All the question are compulsory
2. Figures to right indicate full marks

Regl After Oct 2023 MET

Q1. A. Fill in the blanks with most appropriate option given in the bracket (any Eight) 08

1. _____ factors include age, gender, income etc.
(Marketing, Personal, Social)
2. _____ income customers are status conscious.
(Upper, Middle, lower)
3. For _____ customers, there is lack of reciprocity.
(institutional, wholesale, retail)
4. In India, the teenagers belong to the age group of _____ years.
(20-39,40-59,13-19)
5. Consumer need refer to the _____ of customer.
(requirement, motives, attitudes)
6. Achievement motivation theory was developed by _____.
(David McClland, Abraham Maslow, Sigmund Freud)
7. _____ plays a dominant role in purchases of luxury goods like car.
(Mother, Father, Children)
8. Full Nest _____ refers to couple with youngest child of 6 years or more.
(IV , II, III)
9. _____ stores refer to offline stores.
(Brick & Mortar, Online, Virtual)
10. Online stores enable _____ reach.
(Global, Local, National)

B. Match the following (any Seven) 07

Sr.no.	Group A	Sr.no.	Group B
1.	Psychological Factors	A.	Hierarchy of Needs Theory
2.	Cultural Factors	B.	Controls Flow of Products
3.	Targeting	C.	Recognizes Need
4.	Social Factors	D.	Race and Religion
5.	Abraham Maslow	E.	Persuader
6.	Gatekeeper	F.	Comparative Brand Information
7.	Initiator	G.	Attitude
8.	Influencer	H.	Offline stores
9.	Brick and Mortar	I.	Particular Segment
10.	Limited Problem solving	J.	Reference group

Q2. A. What is consumer behaviour? Explain its importance. 15

OR

- B. Explain the steps in process of consumer buying decision making. 08
- C. Distinguish between Retail Buyer and Institutional Buyer. 07

- Q3. A. Explain the Consumer Learning Theory in brief. 15
 OR
 B. Discuss McClelland's theory of human motivation. 08
 C. What is personality? Explain its nature and characteristics. 07
- Q4 A. What is the concept of family? Explain its features. 08
 B. What are the factors influencing needs of family members? 07
 OR
 C. What is social class? Explain its features. 08
 D. What are groups? Explain different types of group. 07
- Q5. A. Distinguish between E-Buyer and Brick & Mortar Buyer 15
 OR
 B. Write Short Notes (any three) 15
 1. E-Buying Behaviour
 2. Characteristics of Retail Consumer
 3. Nicosia model
 4. Types of Family
 5. Hierarchy of Needs theory.