

- Q.19 Explain cultural influences on consumer buying behaviour.
- Q.20 Write short notes on the economic and cognitive models of consumer behaviour.
- Q.21 Discuss different types of buying decisions.
- Q.22 Explain the concept of consumer loyalty and its importance.

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x8=16)
- Q.23 Discuss the major psychological, social, and cultural influences on consumer behaviour with examples.
- Q.24 Explain the Segmentation, Targeting, and positioning (STP) strategy and its role in consumer behaviour.
- Q.25 Describe the consumer decision-making process in detail. highlighting each stage with examples.

No. of Printed Pages : 4
Roll No.

226752-M

5th Sem / Business Management (Marketing)

Subject : Consumer Behaviour

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice questions. All questions are compulsory (6x1=6)

- Q.1 Consumer behaviour is the study of how individuals _____.
- Invest in business
 - Buy, use, and dispose of goods and services
 - Produce goods
 - Sell products
- Q.2 The first stage of the consumer decision-making process is:
- Purchase decision
 - Evaluation of alternatives
 - Need recognition
 - Information search
- Q.3 Perception in consumer behaviour relates to:
- Emotional appeal
 - Attention and interpretation of stimuli
 - Family influence
 - Post-purchase evaluation

- Q.4 Which of the following is a social factor affecting consumer behaviour?
- a) Motivation b) Learning
c) Reference groups d) Perception
- Q.5 The economic model of consumer behaviour assumes that consumers are:
- a) Irrational
b) Logical and Utility-maximizing
c) Emotional
d) Influenced by family only
- Q.6 STP in marketing strategy stands for:
- a) Strategy, Trend, Product
b) Segmentation, Targeting, Positioning
c) Selling, Tracking, Promotion
d) Strategy, Trade, Pricing

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. (6x1=6)

- Q.7 Consumer behaviour focuses on how people _____ and use products and services.
- Q.8 Post-purchase behaviour is not part of the consumer decision-making process.(True/False)

- Q.9 _____ theory explains learning through rewards and punishments.
- Q.10 Complete the sentence: Culture, social class, and family are examples of _____ factors.
- Q.11 The emotional model of consumer behaviour focuses on _____ influences in buying decisions.
- Q.12 Customer satisfaction and loyalty are unrelated concepts. (True/False)

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

- Q.13 Define consumer behaviour and explain its importance in marketing.
- Q.14 Explain the stages of the consumer decision-making process.
- Q.15 What is perception? Describe its role in consumer behaviour.
- Q.16 Explain classical conditioning and operant conditioning in learning.
- Q.17 Describe the motivation process in consumer behaviour.
- Q.18 What are social factors that influence consumer behaviour?