

**CONSUMER BEHAVIOUR**

Time : Three Hours

Maximum : 75 Marks

**SECTION-A (20 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks (10 x 2 = 20)

- 1 Define Consumer Behaviour.
- 2 What is motivation?
- 3 What is consumer attitude?
- 4 Define Brand personality.
- 5 What is reference group?
- 6 What is consumer socialisation?
- 7 What is Advertisement?
- 8 State the impact of advertisement in consumer behaviour.
- 9 What do you mean by purchased decisions?
- 10 Mention four important consumer rights.

**SECTION - B (25 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 5 = 25)

- 11 a What do you mean by dynamic nature of motivation?  
OR  
b Describe the factors influencing consumer behaviour.
- 12 a Explain the nature of consumer attitude.  
OR  
b What is the role of motivational research in psychographic studies?
- 13 a Describe the models of industrial and business buying behaviour.  
OR  
b Discuss about the different social classes in India.
- 14 a Discuss organisational buying behaviour Vs consumer behaviour.  
OR  
b Explain the different types of advertisement.
- 15 a Explain the influence of life style of family on buying behaviour.  
OR  
b Explain the different types of purchase decisions.

**SECTION - C (30 Marks)**

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Explain the important theories of consumer behaviour.
- 17 How consumer personality, life style and attitude provide marketers with fuller understanding of consumer behaviour?
- 18 Briefly explain the role of family in consumer decision making.
- 19 Discuss the role of advertisement in different types of products.
- 20 State the determinants of evaluative criteria in consumer decisions making.