

Question Paper Pattern for Semester End Examination (75 Marks)

- There will be Six Questions in all.
- Q1 would be compulsory and would carry 20 Marks
- Q8 would be compulsory and would carry 15 Marks
- In addition to Q1 and Q8, there would be six questions (Q2, Q3, Q4, Q5, Q6 and Q7). Each question would carry 10 Marks. Each of these Six Questions will have three sub – questions and each sub – question would carry 05 Marks
- Students have to attempt any four out of the remaining six Questions and within each question; students have to attempt any two out of three sub – questions.

Q1 – MCQs and/ or Case Studies = 20 Marks (**Compulsory**)

1. The buying process starts when the buyer recognizes a _____.
A. Product or Service
B. Shop or Market
C. Need or Problem
D. Money or Status
2. If performance meets consumer expectations, the consumer is _____.
A. Satisfied
B. Dissatisfied
C. Delighted
D. Happy
3. CDM stands for _____.
A. Consumer Development Model
B. Consumer Decision Mix
C. Consumer Decision Making
D. Consumer Development Matrix
4. First stage in the basic model of Consumer Decision Making is _____.
A. Purchase
B. Need
C. Information Search
D. Evaluation Of alternatives
5. Second stage in the Consumer Decision Making model is _____.
A. Purchase
B. Need
C. Information Search
D. Evaluation Of alternatives

6. The final stage in the Consumer Decision Making model is _____
- A. Prepurchase
 - B. Post purchase
 - C. Evaluation Of alternatives
 - D. Purchase
7. The customer or consumer is _____ when actual performance exceeds the expected performance of the product.
- A. Satisfied
 - B. Dissatisfied
 - C. Delighted
 - D. Happy
8. _____ is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.
- A. Organizational Behavior
 - B. Consumer Behavior
 - C. Business Behavior
 - D. Behavioral Segmentation
9. Soft drinks, ice creams, chocolates and biscuits are products that fall under _____ buy category
- A. Impulsive
 - B. Deliberate
 - C. Convective
 - D. Corrective
10. _____ refers to limited search by consumer before taking decision
- A. Extended CDM
 - B. Nominal CDM
 - C. Habitual CDM
 - D. Limited CDM
11. _____ where consumers look for quality in brands when shopping.
- A. Brand conscious style
 - B. Novelty oriented style
 - C. Quality oriented style
 - D. Pleasure oriented style
12. Consumers in _____ are brand conscious because of the prestige associated with these brands
- A. Impulsive style
 - B. Pleasure oriented activity
 - C. Quality oriented style
 - D. Brand conscious style

13. The confusion arises out of the fact that consumers don't understand the technological terms and information. This is an example of _____
- A. Impulsive style of buying
 - B. Shopping style under information overload
 - C. Shopping as a fun or pleasure oriented activity
 - D. Novelty oriented style of buying
14. _____ refers to the consumer who even stick to the brand across product categories brought over a period of time.
- A. Value for money style
 - B. Quality oriented style
 - C. Loyalty style of shopping
 - D. Brand conscious style
15. Cost of developing new customers is always much _____ than retaining an existing customer?
- A. Lower
 - B. Higher
 - C. Encouraging
 - D. Discouraging
16. _____ publicity by a satisfied customer is the most effective and cheapest way to increase the business.
- A. Media
 - B. Print Media
 - C. Radio
 - D. Word Of Mouth
17. _____ are defined as the luxuries for which a consumer craves.
- A. Behavior
 - B. Wants
 - C. Opportunities
 - D. Needs
18. 4P's of marketing does not include.
- A. Promotion
 - B. Price
 - C. Distribution
 - D. Preservation
19. _____ is the process of learning one's own culture.
- A. Acculturation
 - B. Cultures
 - C. Enculturation
 - D. Knowledge

20. ____ is a set of actions. Often thought to have symbolic value. The performance of which is usually by a religion or by the traditions of a community.
- Myths
 - Norms
 - Values
 - Rituals

Q2. Attempt any two of the following:

10

- Explain the concept of Social Class.
- Explain Social Stratification.
- Explain the classification of the society with its characteristics.

Q3. Attempt any two of the following:

10

- Explain Group Behavior.
- Explain Diffusion of Innovation Process
- Explain stages of Consumer Behavior adoption of New Product.

Q4. Attempt any two of the following:

10

- Explain Organization Buying situations and with its types.
- Explain the Roles and Power of Buying Centers.
- Explain the Roles of family in Decision Making and Consumption Process.

Q5. Attempt any two of the following:

10

- Explain Organization Buying Process with its characteristics.
- Explain Indian Core Values.
- Explain Market Segmentation.

Q6. Attempt any two of the following:

10

- Explain Tradition and Value System with its importance and characteristics.
- Explain Norms and their Role with its salient features.
- Explain Post Purchase Behavior.

Q7. Attempt any two of the following:

10

- Explain the concept of Culture and its characteristics.
- Explain Post Satisfaction Measures.
- Explain ABC/VED/FSND analysis.

Q8 Any three from (a) or (b) or (c) or (d)

15

- Explain the factors influencing consumer behavior.
- Define Motives and explain its types.
- Explain Decision making model.
- Explain Tri-component theories.