

**Q.P. Code: 00006568**

**[Time: 03.00 Hrs]**

**[ Marks:60 ]**

**Please check whether you have got the right question paper.**

**N.B:**

- 1. Q.1 is compulsory and carries 20 Marks.**
- 2. Attempt any four questions from Q.2, Q.3, Q.4, Q.5, Q6 and Q7.**
- 3. Each of these questions carry 10 Marks.**
- 4. Figures to the right indicate full marks.**

**Q.1 Read the case study carefully and answer the following questions: (20)**

Read the following caselet and answer the questions below:

A major FMCG company has noticed a significant decline in sales of one of its flagship products despite heavy promotion and advertising. The company conducted a survey and found that consumer behavior has shifted towards healthier and eco-friendly options due to the growing digital revolution and awareness about sustainability.

**Questions:**

- a) Discuss how the digital revolution influences consumer behavior.
- b) Suggest marketing strategies the company can adopt to meet the expectations of modern consumers.
- c) How can models like Maslow's Hierarchy of Needs or the Engel-Kollat-Blackwell Model help the company analyze consumer decision-making?
- d) What role does cultural and social influence play in this scenario?

**Q.2 Attempt any Two of the following: (10)**

- a) Define consumer behavior and explain its importance for marketers.
- b) Explain the concept of motivation and its types with examples.
- c) How does technology impact consumer buying behavior?

**Q.3 Attempt any Two of the following: (10)**

- a) Discuss the learning model and its relevance to consumer behavior.
- b) Explain the concept of perception and the factors affecting it.
- c) What is subliminal perception, and how can marketers utilize it?

**Q.4 Attempt any Two of the following: (10)**

- a) Explain the personality theories: Freudian, Trait, and Jungian theories.
- b) How does the VALS model help in market segmentation?
- c) What are the characteristics of personality that influence buying decisions?

**Q.5 Attempt any Two of the following: (10)**

- a) Define social class and its impact on consumer behavior.
- b) Discuss the influence of reference groups on purchasing decisions.
- c) How does family play a role in the decision-making process?

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**Q.6 Attempt any Two of the following:**

**(10)**

- a) Describe the multi-attribute model of attitudes.
- b) Discuss strategies to change consumer attitudes.
- c) What is the significance of post-purchase behavior in marketing?

**Q.7 Attempt any Two of the following:**

**(10)**

- a) Explain the diffusion of innovation process.
- b) How does social media impact consumer opinions on products and brands?
- c) What is the role of organizational buying processes in consumer behavior?

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