

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com (Hons) Summer 2017-18 Examination

Semester: 2**Subject Code: 16100152****Subject Name: Consumer Behaviour****Date: 09/05/2018****Time: 10.30 am to 1.00 pm****Total Marks: 60****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page

Q.1 (A) Do as directed (MCQ, True or False) (1 mark each. All Compulsory)**(06)**

1. Non verbal and pictorial cues are triggered to which side of the brain processing?
 - a) Right brain processing
 - b) Left brain processing
 - c) Both side of brain
 - d) None of the above
2. Needs that we learn in response to our culture or environment are known as?
 - a) Safety needs
 - b) Acquired needs
 - c) Innate needs
 - d) Self Actualization needs
3. Questionnaires is a tool of which type of technique?
 - a) Secondary technique
 - b) Primary technique
 - c) Both
 - d) None of the above
4. Which one of the following is the example of low involvement product?
 - a) BMW car
 - b) LG Refrigerator
 - c) Parle G Biscuit
 - d) Samsung Television
5. Which one of the following is not a need of Maslow's Need Hierarchy Theory?
 - a) Esteem Need
 - b) Social Need
 - c) Expectancy Need
 - d) Safety Need
6. Which one of the following is a personality trait that measures the degree of rigidity?
 - a) Need for uniqueness.
 - b) Optimum stimulation level
 - c) Consumer Innovativeness
 - d) Dogmatism

(B) Do as directed (Definitions / One-liners / Terms) (1 mark each. All Compulsory)**(06)**

1. What is Consumer Behavior?
2. What is Enculturation?
3. Give two examples of positive country of origin effect?
4. What is Intentional Learning
5. What is mean by differential threshold?
6. Who gave the Hierachy of needs theory?

Q.2 Answer the following. (4 mark each. All Compulsory) (12)

- A. Explain the following personality traits.
1. Dogmatism
 2. Variety novelty seeking
 3. Need for uniqueness
 4. Consumer innovativeness
- B. Explain Qualitative and Quantitative research techniques in consumer research.
- C. Describe in detail the four basic functions of attitudes along with examples.

Q.3 Answer the following. (6 mark each. Any Three out of Four) (18)

- A. With the help of diagram, explain the structure of memory.
- B. Explain the Maslow's hierarchy of needs with diagram.
- C. Discuss The Tricomponent Attitude Model along with diagram.
- D. Explain The Elaboration Likelihood Model with diagram.

Q.4 Answer the following. (9 mark each. Any Two out of Three) (18)

- A. Explain in detail social and personal factors that affects consumer behavior. Also give relevant examples.
- B. Explain Input, Process and output model of consumer decision making.
- C. Explain in detail Classical conditioning theory of consumer learning.