

**PARUL UNIVERSITY**  
**FACULTY OF COMMERCE**  
**B.Com (Hons) Summer 2018-19 Examination**

**Semester: 2****Date: 08/04/2019****Subject Code: 16100152****Time: 2:00 PM to 4:30 PM****Subject Name: Consumer Behaviour****Total Marks: 60****Instructions:**

1. Attempt all questions as directed.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.

**Q.1 (A) Do as directed (MCQ, True or False) (1 mark each. All Compulsory) (12)**

1. Consumer behavior consists of which of the following activities?
  - a. Obtaining
  - b. Consuming
  - c. Disposition
  - d. All of the above
2. Many firms are trying to develop relationships with their customers because:
  - a. People are naturally brand loyal.
  - b. New customers are very expensive to recruit.
  - c. Consumer behavior is very difficult to understand.
  - d. None of the above.
3. Questionnaires is a tool of which type of technique?
  - a) Secondary technique
  - b) Primary technique
  - c) Both
  - d) None of the above
4. \_\_\_\_\_ usually consist of 8 to 12 people involved in a discussion led by a moderator skilled in getting consumers to discuss a subject thoroughly.
  - a. Focus groups
  - b. Longitudinal studies
  - c. Experiments
  - d. Shadowing studies
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. \_\_\_\_\_ groups usually exert the greatest reference group influence.
  - a. Primary
  - b. Aspirational
  - c. Secondary
  - d. Formal

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

1. What is Consumer Behavior?
2. What is Dogmatism?
3. Give three examples of low involvement products.
4. What is Primary research technique?
5. What is Enculturation?
6. Who gave the Hierarchy of needs theory?

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

- A. Write a short note on importance of consumer behavior to marketers.
- B. What are high involvement products? Which are the factors influencing high involvement products?
- C. Explain Qualitative and Quantitative research techniques in consumer research.

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

- A. Discuss in detail the Five stage model of buyer decision process.
- B. Explain Elaboration Likelihood Model with diagram.
- C. Explain Maslow's hierarchy of needs with diagram.
- D. Discuss The Tricomponent Attitude Model along with diagram.

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

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