PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com (Hons), Winter 2017 – 18 Examination

Semester: 2   Date: 26/12/2017
Subject Code: 16100152   Time: 10:30 am to 1:00 pm
Subject Name: Consumer Behavior   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) Choose the correct option:**   **(12)**

1. Which of the following is a cultural factor that affects consumer behavior and marketing strategy?
   a. Demographics   b. Values   c. Language
   d. Nonverbal communications   e. All of the above

2. Norms are derived from _____
   a. Cultural values   b. Education
   c. International protocol   d. Law enforcement officials

3. Which one of the following are Primary or Quantitative research techniques?
   a. Books, journals, reports, CD-ROMS, online databases, internet
   b. Questionnaires, interviews, experiments, surveys techniques
   c. Singing, dancing, eating, sleeping.
   d. All of the above

4. Which type of consumers gets stuck on certain products or categories of products and do not keep their objects or purchases of interest a secret.
   a. Consumer Dogmatism   b. Fixated Consumption Behavior
   c. Compulsive Consumption Behavior   d. None of the above

5. Which of the following is <u>NOT</u> a Low involvement product?
   a. Soap   b. Tooth paste.   c. Washing machine   d. Soft drinks.

6. The theory based on the Behavioral Approach to learning is _____ conditioning.
   a. Classical   b. Unclassical
   c. Contemporary   d. Fashionable

(B) **Do as directed one liners.**
1. State the different types of needs.
2. What are the factors included in the tri-component attitude model of consumer behavior?
3. Define national identity?
4. Which type of consumers who value acquiring and showing off possessions and are self-centered?
5. What is learning of one's own culture is known as?
6. Define is Personality

Q.2 **Write short note on the following.**   **(12)**
1. Factors influencing consumer behaviour.
2. Measures of consumer learning
3. Elaboration Likelihood Model (ELM).

Q.3 **Answer the following. (Any Three out of Four)**   **(18)**
1. Write down the application of cross culture consumer analysis with significance to marketers.
2. Represent the consumer materialism to compulsive consumption and related personality traits.
3. Give details regarding the strategies used to change the attitude of consumers.
4. Explain the Consumer buying behavior-5 Stage Model in detail.

Q.4 **Answer the following. (Any Two out of Three)**   **(18)**
1. Explain in detail "Input, Process and Output Model".
2. Write down cross-cultural analysis in detail.
3. Describe the qualitative research techniques used in motivational research.