

Seat No: _____

Enrolment No: _____

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com(Hons), Winter 2018-19 Examination

Semester: 2
Subject Code: 16100152
Subject Name: Consumer Behaviour

Date: 05/ 12//2018
Time: 10:30am to1:00pm
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) (6) (12)

1. _____ 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
2. 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
3. groups usually exert the greatest reference group influence.
 - a. Primary
 - b. Aspirational
 - c. Secondary
 - d. Formal
4. Consumer behavior can be defined as:
 - a. a field of study focusing on marketing activities
 - b. a field of study focusing on consumer activities
 - c. a study of pricing
 - d. the study of decision rules
5. "Only the customer can fire us all" implies that:
 - a. Consumers determine which firms survive and which fail.
 - b. Customers can be manipulated into buying goods and services.
 - c. Customers are concerned only when prices go higher.
 - d. Firms should not bother with research as the customer is fickle.
6. Questionnaires is a tool of which type of technique?
 - a. Secondary technique
 - b. Primary technique
 - c. Both
 - d. None of the above

(B) Do as directed (Definitions / One-liners / Terms) (1 mark each. All Compulsory) (6)

1. What is Consumer Behavior?
2. What is national identity?
3. What is Acculturation?
4. What is Primary research technique?
5. Give two examples of positive country of origin effect?
6. Who gave the Classical conditioning theory?

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

- A. What are high involvement products? Which are the factors influencing high involvement products?
- B. Write a short note on importance of consumer behavior to marketers.
- 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. Explain the Maslow's hierarchy of needs with diagram.
- B. Discuss The Tricomponent Attitude Model along with diagram.
- C. With the help of diagram, explain the structure of memory.
- D. Explain The Elaboration Likelihood Model with diagram.

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

- A. Explain Input, Process and output model of consumer decision making.
- B. Explain in detail Cultural and personal factors that affects consumer behavior. Also give relevant examples.
- C. Explain in detail Classical conditioning theory of consumer learning. (9 marks)