PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com (Hons) Winter 2019 – 20 Examination

Semester: 2   Date:10/12/2019
Subject Code: 16100152   Time:10:30 am to 01:00 pm
Subject Name: Consumer behaviour   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 Do as directed.

A) Multiple choice type questions.   (Each of one mark)   (06)
  1. Consumer behaviour is a separate marketing discipline.
     a) True   b) False
  2. Motivation is a _____ within which individual that impels them to action
     a) Driving force   b) Inner ability
     c) Capacity   d) Consumer
  3. When consumer prefer branded products and Services it is called

     a) Product specific goal   b) Generic goal
     c) Societal goal   d) All of the above
  4. Perception is the kind of a factor which influences the consumer behaviour
     a) True   b) False
  5. Who has given the classical conditioning theory
     a)Ivan Pavlov   b) Mc. Gregor
     c) Philip kotler   None of the above
   6. While making of purchase decision consumer consider country of origin
     a) True   b) False

 B) Definitions / One-liners / Terms.   (Each of one mark)   (06)
     1. What do you mean by Consumer Behavior?
     2. What is Consumer Motivation?
     3. What is cross cultural consumer behavior?
     4. What is Time effect?
     5. What do you mean by National identity
     6. What do you mean by Personality

Q.2 Numerical / Short Note Questions. (Each of 04 mark)   (12)
     1. 5 stage model of decision making
     2. ELM model
     3. Tri component attitude model

Q.3 Answer the following.   (Any Three)   (18)
     1. What is consumer learning? Explain its elements in detail
     2. What do you mean by Perception? Exlplain its element in detail with examples
     3. Explain level of Consumer involvement
     4. Explain motivation in research in detail

Q.4 Answer the following.   (Any two)   (18)
     1. Explain strategies to attitude change in detail
     2. Explain cross culture consumer research analysis in detail
     3. Explain consumer diversity in detail