

U.G. (CBCS) DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Business Administration

Non Major Elective — CONSUMER BEHAVIOUR

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which of the following are the major objectives of research into consumer behaviour?
 - (a) Consumer's source of information
 - (b) Consumer's perception about the manufacturers
 - (c) Consumer's sources of buying
 - (d) All the above

6. The final stage in the consumer decision making model is ———
 - (a) Pre-purchase
 - (b) Post purchase
 - (c) Evaluation of alternatives
 - (d) Purchases
7. ——— is the marketing concept.
 - (a) Consumer orientation
 - (b) Sales orientation
 - (c) Production orientation
 - (d) None of the above
8. Marketing strategies are often designed to influence ——— and lead to profitable exchanges.
 - (a) Consumer decision making
 - (b) Sales strategies
 - (c) Advertising strategies
 - (d) Export strategies

2. The study of consumer behavior helps a manufacturer in ———
 - (a) Demand and supply correction
 - (b) Correction of quantity discrepancy
 - (c) Management of assortment requirements
 - (d) All the above
3. The psychology of the consumer's perceptive gets influenced by the ———
 - (a) market
 - (b) social environment
 - (c) culture and family
 - (d) media
4. When a person says that he really likes the colour of a new fashion, he is expressing an ———
 - (a) Belief
 - (b) Personality function
 - (c) Attitude
 - (d) Physical feature
5. Stages of consumer buying decision process involve ———
 - (a) Recognition of the need
 - (b) Seeking of information
 - (c) Evaluation of alternative
 - (d) All of the above

9. ——— is a macro process concerned with the spread of a new product from its source to the consuming public.
 - (a) Adoption
 - (b) Assumption
 - (c) Diffusion
 - (d) Innovation
10. Under the ——— approach to defining innovation, copies or modifications of a competitor's product would qualify as new.
 - (a) Product-oriented
 - (b) Market-oriented
 - (c) Consumer-oriented
 - (d) Firm-oriented

PART B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Describe the nature of consumer Behaviour.
Or
(b) Identify the scope of consumer behaviour.
12. (a) Write short note on motivation.
Or
(b) Justify the components of an attitude.

13. (a) Determine the black box model.

Or

(b) How is an EB model is an improved one over the Howard Sheth model of consumer behavior?

14. (a) Explain the "product strategy in consumer behaviour".

Or

(b) Describe the objectives of promotion strategy.

15. (a) Analyse the diffusion of innovation.

Or

(b) Explain product characteristics influencing consumer behavior.

PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).
Each answer should not exceed 600 words.

16. (a) Explain the characteristics of consumer behaviour.

Or

(b) Discuss the importance of consumer behavior in marketing decisions.

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17. (a) Discuss the various external influences of consumer behaviour.

Or

(b) Experiment with the different stages of perception.

18. (a) Explain the various theories of consumer behaviour models.

Or

(b) Describe the different types of consumer decisions.

19. (a) Explain the various types of pricing strategy.

Or

(b) Explain the need for marketing strategy in consumer behavior.

20. (a) Explain the adoption process of diffusion.

Or

(b) Write down the profile of consumer innovation.

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