

Code No. : 10672 E Sub. Code : CNBA 41

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

Fourth Semester

Business Administration – Non Major Elective

CONSUMER BEHAVIOUR

(For those who joined in July 2021-2022)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer:

1. Any individual who purchases goods and services from the market for his/her endures is called a _____.
- (a) Customer (b) Purchaser
(c) Consumer (d) All of these

2. _____ is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use.

- (a) Consumer behaviour
(b) Consumer interest
(c) Consumer attitude
(d) Consumer perception

3. _____ is a person's unique psychological characteristics that lead to relatively consistent and lasting responses to his or her own environment

- (a) Psychographics (b) Personality
(c) Demographics (d) Lifestyle

4. _____ is a concept that describes the beliefs of an individual or culture.

- (a) Norms (b) Values
(c) Myths (d) Rituals

5. Second stage in the consumer decision making model is _____.

- (a) Need
(b) Seeking of Information
(c) Evaluation of alternatives
(d) Purchase

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6. _____ is the first level of consumer decision making.

- (a) Extensive decision making
(b) Primary decision making
(c) Limited decision making
(d) Routine decision making

7. The last stage consumer decision making process is _____.

- (a) Problem Recognition
(b) Post purchase evaluation
(c) Evaluation of Alternatives
(d) None of these

8. _____ is the buying behavior of final consumers.

- (a) Consumer buyer behavior
(b) Business buying behavior
(c) Global Purchasing
(d) Reseller buyer behavior

9. _____ is a micro process that focuses on the stages through which an Individual consumer passes when deciding to accept or reject a new product.

- (a) Adoption (b) Assumption
(c) Diffusion (d) Innovation

10. The _____ refers to the spread of an innovation from its creative source a cross space and time.

- (a) Flow Process
(b) Diffusion Process
(c) Distribution Process
(d) Channeling Process

PART B — (3 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Describe the importance of Consumer Behaviour.

Or

(b) Describe the importance of Consumer Behaviour.

12. (a) Explain the Concept of Culture.

Or

(b) Describe the Characteristics of Life style in Consumer Behaviour.

13. (a) Explain the different types of Consumer decisions.

Or

(b) Explain the Consumer Decision making models.

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14. (a) Write short note on "Distribution Strategy".
Or
(b) Describe the different types of Pricing Strategy.

15. (a) Describe the buying pattern in the new digital era.
Or
(b) Explain the Resistance of Innovation.

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 Scope of Consumer Behavior.
Or
(b) Discuss the Nature of Consumer behaviour in marketing decisions.
17. (a) Analyse Internal influences of Consumer Behaviour.
Or
(b) Explain the factors affecting the consumer behaviour.

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18. (a) Explain the various sources of information available to Consumers.
Or
(b) Experiment with the various process of Consumer decision making.

19. (a) State the various stages of Product life cycle strategy.
Or
(b) Explain the Promotion strategy in Consumer Behaviour.

20. (a) Analyse the Diffusion of Innovation.
Or
(b) Explain product characteristics influencing consumer behavior.

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