Sanjay Ghodawat University, Kolhapur

2019-20

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

Year and Program: TYBBA | **School of Commerce and Management** | **Department** MANAGEMENT

Course Code: MBC MKT305 | **Course Title: Consumer Behavior** | **Semester – V**

Day and Date Friday 22/11/19 | **End Semester Examination** | **Time: 3 hrs, Max Marks: 100** 10.30am to 1.30pm

Instructions: 1) All Questions are compulsory.

2) Figures on right indicate marks, Bloom's levels and CO.

			Marks	Level	COs
Q.1		Answer the following			
	a)	True & False (Attempt any 5)	10		
		i] Reference group have only negative impact on buying process.		1	3
		ii] Self concept and self image are two different elements.		1	3
		iii] Culture is a part of social class.		1	2
		iv] Consumer's choice is not significant in marketing strategy.		1	1
		v] Psychographic factor is not crucial in decision making tool.		1	2
		vi] Consumer behavior is a science and not art.		1	1
	b)	Answer the short questions (Attempt any 5)	10		
		i] Identify various groups in consumer behavior?		1	4
		ii] What is perception in consumer behavior?		1	5
		iii] Indicate various types of attitude?		1	6
		iv] Draw a consumer decision making process?		1	5
		v] What is perceived risk in consumer behavior?		1	5
		vi] What is social community group?		1	4
Q.2		Answer the following			
	a)	Describe the role of consumer behavior in marketing strategy?	10	2	1
		OR			
	a)	Explain consumer decision making process.	10	2	1
	b)	Explain the various types of culture.	10	2	2
		OR			
	b)	Explain Maslow's theory of need in context of Consumer behavior.	10	2	2
Q.3		Answer the following			
	a)	Identify the different factors which influence buying decisions?	10	3	3
		OR			
	a)	Illustrate the various types of reference groups in consumer buying behavior.	10	3	3
	b)	Classify the advantages and disadvantages of reference groups.	10	4	4
		OR			

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b)	Examine the group influence on the consumer buying process?	10	4	4
Q.4	Answer the following (Attempt any Two)			
a)	Identify the limitations in consumer perceptions.	10	3	5
b)	Illustrate the advantages of perception in consumer purchase decision.	10	3	5
c)	Determine the diverse perceptual process in consumer perception.	10	3	5
Q.5	Answer the following (Attempt any Two)			
a)	Determine the functions of attitude in consumer behavior.	10	5	6
b)	Appraise the various steps of acquiring an attitude by a consumer.	10	5	6
c)	Evaluate the various characteristics of attitude in buying behavior.	10	5	6

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