

1125

B. Voc. (Retail Management) First Semester  
Part -B: Skilled Courses

BIR-103: Consumer Behaviour

Time allowed: 3 Hours

Max. Marks: 80

**NOTE:** Attempt five questions in all, including Question No. I which is compulsory and selecting atleast two questions from each Unit.

x-x-x

Unit 1

1. Answer any four of the following:

- I. What is the difference between the personal consumer and the organizational consumer?
- II. According to motivation theory Need-driven human activity never ceases. Why is this?
- III. What is the difference between selective attention and perceptual defense?
- IV. What are the three types of reinforcement schedules used by marketers to reward customers?
- V. Discuss characteristics of upper upper social class? What kind of marketers are interested in this social class?
- VI. What are opinion leader? (4x5)

Unit 2

2. Define consumer behavior. Discuss the role of marketing ethics in consumer behavior? Also discuss Customer , value satisfaction with example. (15)
3. Discuss in detail the consumer research process. (15)
4. Differentiate between following
  - I. Primary data and secondary data
  - II. Qualitative research and quantitative research
  - III. Probability and non probability sampling. (3x5)
5. Write short notes on following
  - I. Consumer perception theories.
  - II. Measurement of motives
  - III. Innate and acquired needs (3x5)

Unit 3

6. "Consumer learning is a process that continually evolves and changes as a result of newly acquired knowledge or from actual experience." Do you agree or disagree with the statement. Illustrate your point with examples. (15)
7. Discuss the role of reference groups in consumer decision making process? What is conformity? What types of marketers are interested in encouraging conformity? (15)
8. What do you understand by the term "Cross cultural Behavior"? Why is it important for a company to understand cross cultural consumer behavior? Discuss some of the strategies for dealing with difference in consumer behavior across cultures. (15)
9. Discuss in detail the consumer decision making process while highlighting the various external and internal influencers in the consumer decision making process. (15)

x -x -x