

School of Finance and Commerce

Commerce
ETE - Jun 2023

Time : 3 Hours

Marks : 100

Sem IV - H1UA404T - Consumer Behavior

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. Write a note on various personality traits in detail. K1 CO1 (5)
2. Write down a note on factors influencing personality. K2 CO1 (5)
3. Write a note on 'economic model of consumer behaviour' and criticize it. K1 CO1 (5)
4. Identify various steps used in 'industrial buying process' in detail. K4 CO4 (10)

OR

- Explain service marketing-mix elements in detail. K4 CO5 (10)
5. Identify various steps that are being considered while consumer learning process in detail. K3 CO2 (10)
 6. Describe consumer buying process in detail. K2 CO1 (10)
 7. Write various elements responsible for consumer attitude formation. K3 CO2 (10)
 8. Explain 'consumer buying behaviour model' given by Howarth and Sheth with examples. K5 CO4 (15)

OR

- Explain input , process and output consumer behaviour model in detail. K5 CO4 (15)
9. Explain in detail about 'psychological model of consumer behaviour given by A.H. Maslow. K3 CO2 (15)
 10. Prepare a questionnaire on 'consumer perception' towards mobile handsets available in the market. (Mention minimum 10 questions without demographic questions) K4 CO3 (15)