

Duration : 2.5 hrs

Marks : 75

- Read the instructions carefully
- All questions are compulsory
- All questions carry equal marks
- Draw the diagrams wherever necessary

Q1. (Attempt any two)

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|---|-----|
| A Define Consumer Behaviour. Highlight its Features | 7.5 |
| B Define Consumer Involvement. Explain its levels and types | 7.5 |
| C Highlight the determinants of Buyers Behaviour | 7.5 |

Q2. (Attempt any two)

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|--|-----|
| A Explain Maslow's Need Hierarchy Theory | 7.5 |
| B Explain Fraudian and Non -Fraudian Theories of Personality | 7.5 |
| C State and explain theories of Consumer Learning | 7.5 |

Q3. (Attempt any two)

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| A State the Nature of Family Decision Making | 7.5 |
| B Highlight and Explain in detail the functions of Family | 7.5 |
| C What are the various factors and types of Reference Groups | 7.5 |

Q4. (Attempt any two)

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| A Define Diffusion. Explain product characteristics that influence Diffusion | 7.5 |
| B Explain Howard and Sheth Model of Consumer Variables or CDM model | 7.5 |
| C State the meaning of E-Buyers. State its various types. | 7.5 |

Q5. Case Study

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CHANGING LIFESTYLE:

Changed Lifestyle of youth of today is altogether a novel happening. Living within known source of income has become a thing of the past. The youth is not prepared to wait to fulfil their desires at a future date. They have become highly impatient. Value system of yester years have been conveniently forgotten. The young people consider credit as lifeblood. They are liberal in raising credit and repaying high rate of interest on the amount spent. In the process they get whatever is desired by them. Multiple credit cards have become way of life. These consumer kids, referred to as 'global nomades' are confident communicators and can flourish in a global competitive market. Living in style has become the 'in thing'. For marketers, they are the best consumers.

Questions

- Q1 Account for new emerging lifestyle of Indian Urban Consumers
Q2 What dark sides do you notice in this lifestyle