

DR. BABASAHEB AMBEDKAR TECHNOLOGICAL UNIVERSITY, LONERE Regular and Supplementary Summer Examination – 2024 Course: B. Tech. Branch : Artificial Intelligence & Data Science Engg. and Allied Subject Code & Name: (BTAIHM605C) - Consumer Behavior Semester : VI Max Marks: 60 Date: 25/06/2024 Duration: 3 Hr.			
Instructions to the Students: 1. All the questions are compulsory. 2. The level of question/expected answer as per OBE or the Course Outcome (CO) on which the question is based is mentioned in () in front of the question. 3. Use of non-programmable scientific calculators is allowed. 4. Assume suitable data wherever necessary and mention it clearly.			
		(Level/CO)	Marks
Q. 1	Solve Any Two of the following.		12
A)	State different types of quantitative and qualitative research methods used in study of consumer behavior.	CO1	6
B)	What are the various interdisciplinary approaches to consumer behavior ?	CO1	6
C)	What is consumer behavior ? What is importance of studying consumer behavior ?	CO1	6
Q.2	Solve Any Two of the following.		12
A)	Explain in detail Post Purchase Evaluation and Behavior.	CO1	6
B)	What are different types of buying motives ?	CO1	6
C)	What are the types of Consumer Decision ?	CO1	6
Q. 3	Solve Any Two of the following.		12
A)	Draw and explain Engel, Blackwell and Miniard (EBM) Model.	CO1	6
B)	Describe Howard Sheth model of Buying Behavior.	CO1	6
C)	Write short note: i)Nicosia model ii)Economic model	CO1	6
Q.4	Solve Any Two of the following.		12
A)	Explain in detail Maslow hierarchy of needs theory.	CO1	6
B)	What are the stages of family life cycle?	CO1	6
C)	Explain the three major theories of personality.	CO1	6
Q. 5	Solve Any Two of the following.		12
A)	Difference between Industrial market and Consumer market.	CO1	6
B)	Explain Webster and wind model of organizational buying behavior.	CO1	6
C)	State the difference steps of Buying Decision in Organizational Buying Process.	CO1	6

END