

B.Voc
Automotive Component Manufacturing
Subject: Consumer Affairs
Subject Code: ZBGE-202
Semester: Fourth
Session: - September 2022
Theory (External): 70 Marks
Time: 03 Hours

Instructions to the Students

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 70 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labeled

Roll Number

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SECTION –A (SHORT/OBJECTIVE TYPE QUESTIONS)
(10x2=20 Marks)

- A. What is meant by sensation?
- B. What is classical learning theory?
- C. Define attitude.
- D. Define Consumer Perception.
- E. Define Family influence.
- F. Define Decision Process.
- G. Define Reference Group.
- H. Define Emotional Motives.
- I. Define Product Personality.
- J. Define Diffusion of Innovation.

SECTION –B (ESSAY TYPE QUESTIONS)

(5x10=50 Marks)

1. Define consumer affairs. What is the role of consumer behaviour affairs in marketing strategy?
2. What is meant by personality? Explain the theories of personality in the context of consumer affairs.
3. What is Perception? How does it help in decision-making?

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4. What factors influence Reference Groups to make decisions on products and brands?
5. Explain the difference between culture and sub-culture. What is the role of culture in consumer affairs?
6. What is the role of social class in marketing? How is it measured?
7. What do you mean by consumer learning? Explain the application of instrumental learning theory in marketing.
8. Explain consumer motivation and describe its role in marketing strategy.

===END OF PAPER===