B.Voc

Automotive Component Manufacturing

Subject: Consumer Affairs Subject Code: ZBGE-202

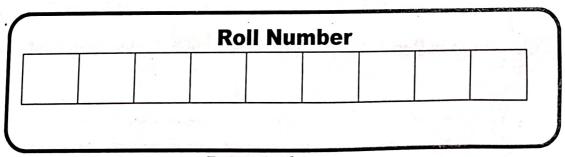
Semester: Fourth
Session: - September 2022

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



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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?
- 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?

4. What factors influence Reference Groups to make decisions on products and brands?

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- 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===