

MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE  
SEMESTER END EXAMINATION

B.B.A. (Agri.)

Semester : IV (New)	Term : II	Academic Year : 2016-17
Course No. : EXTN 243	Title : Consumers Psychology in Business	
Credits : 2 (1+1)	Management	
Day & Date : Wednesday, 03.05.2017	Time : 14.00 to 16.00	Total Marks : 40

- Note :
1. Solve ANY EIGHT questions from SECTION "A".
  2. All questions from SECTION "B" are compulsory.
  3. All questions carry equal marks.
  4. Draw neat diagrams wherever necessary.

SECTION "A"

- Q.1 What do you mean by Consumer Psychology? Give its importance.
- Q.2 Explain Attitude and write its characteristics.
- Q.3 What is Learning and explain principles of learning.
- Q.4 Explain Maslow's hierarchy of human needs.
- Q.5 Explain consumer buying decision making process.
- Q.6 Explain the term Consumer Saving.
- Q.7 What are the various factors affecting attitude change?
- Q.8 Enlist and explain determinants of perception.
- Q.9 Explain the term Marketing Mix.
- Q.10 Write down importance of Emotion.

SECTION "B"

- Q.11 Match the following pairs.

'A'

- 1) Forensic psychology
- 2) Industrial- organization psychology
- 3) Health psychology
- 4) Social psychology

'B'

- a) Academic psychology
- b) Doctor-patient relationship
- c) Applied psychology
- d) Work performance

- Q.12 Define the following.

- 1) Perception
- 2) Prejudices
- 3) Emotion
- 4) Reinforcement

