

E 6415

(Pages : 2)

Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2019

Sixth Semester

CONSUMER BEHAVIOUR

[For the Optional Stream Marketing of Model II B.Com.]

(2013 Admission onwards)

Time : Three Hours

Maximum Marks : 80

Part A

Answer all questions.

Each question carries 1 mark.

1. Define the term Behaviour.
2. What is Consumer socialism ?
3. Define Personality.
4. What is digital marketing ?
5. Who is an opinion leader.
6. Define the term dissonance.
7. What do you understand by psychographics ?
8. Who is an esteem buyer ?
9. Define the term self image.
10. Define an industrial consumer.

(10 × 1 = 10)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. State briefly the need for studying Consumer Behaviour.
12. Mention the causes of customer dissatisfaction.
13. What are the characteristics of effective segmentation ?
14. What are consumer needs and how is it classified ?
15. What do you understand by consumer innovation ?

Turn over

16. What are the characteristics that help to distinguish between individual buyer from industrial buyer ?
17. Discuss the importance of reference group.
18. What are the factors influencing family decisions ?
19. What are the different types of consumer decisions ?
20. What do you understand by post purchase dissonance ?
21. What are the different consumer roles and how is it classified ?
22. What are the causes of perceptual distortion ?

(8 × 2 = 16)

Part C

Answer any six questions.

Each question carries 4 marks.

23. Explain the influence of FLC on buying behaviour.
24. What is personality ? Explain the factor influencing the personality of a consumer.
25. What is attitude ? Explain the tri component model of attitude.
26. Briefly explain about the application of consumer behaviour knowledge in marketing decisions.
27. Mention the objectives of Consumer Protection Act 1986.
28. State what are the traits/characteristics of opinion leader and how the concept is used by the marketers.
29. Explain any *one* model of consumer decision making with relevant example.
30. Define culture ? What is the effect of culture and sub culture on consumer behaviour.
31. What is learning ? What are the major theories of learning ?

(6 × 4 = 24)

Part D

Answer any two questions.

Each question carries 15 marks.

32. Discuss the steps involved in consumer decision making process with examples.
33. Differentiate between diffusion and adoption process and what factors of a product influence adoption on diffusion process.
34. What is consumerism ? Explain the significance of 'Consumerism' in marketing.
35. Discuss the emerging trends in Indian market with special reference to changing Consumer Behaviour.

(2 × 15 = 30)