

QP CODE: 25020740



Reg No :

Name :

**B.COM DEGREE (CBCS) REGULAR / REAPPEARANCE / MERCY CHANCE
EXAMINATIONS, FEBRUARY 2025**

Sixth Semester

COMPLEMENTARY COURSE - CO6CMT12 - CONSUMER BEHAVIOUR

Common for B.Com Model II (Finance and Taxation/ Computer Applications/ Travel & Tourism/
Marketing / Logistic Management & B.Com Model III Taxation/ Computer Applications/ Office

Management & Secretarial Practice/Travel & Tourism

2017 Admission Onwards

BA26BBCC

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Who is an Organizational Consumer ? Give examples.
2. Who are Opinion Leaders ?
3. What is ego?
4. What are low involvement strategies?
5. What is biased scanning?
6. Distinguish between Celebrity appeal and common-man appeal.
7. What is cross culture?
8. What is psycho analytical model?
9. What is consumer satisfaction?
10. What do you mean by expectancy theory?
11. What is misleading advertisement?
12. Name any 2 challenges of online marketing.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. What are the external factors influencing Consumer Behaviour?





14. Write a short note on the Demographic Profile and Structure of Indian Consumers.
15. What are different types of Buying Motives?
16. How does Maslow's Theory of Motivation interpret needs?
17. Write a short note on the various family consumption roles.
18. What is the impact of culture on consumer behaviour? explain.
19. Discuss the basic elements of diffusion process.
20. What are the conditions that lead to post-purchase dissonance?
21. State the advantages of online marketing.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. What are the main challenges faced in studying consumer behaviour? Explain.
23. What are the basic elements in Perception? Explain the impact of various stages of perception on consumers.
24. What are loyalty programmes and explain its types.
25. What are business markets? What are its characteristics?

(2×15=30)

