



QP CODE: 24000982



24000982

Reg No :

Name :

**B.COM DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, MARCH
2024**

Sixth Semester

COMPLEMENTARY COURSE - CO6CMT12 - CONSUMER BEHAVIOUR

Common for B.Com Model II Logistics Management, B.Com Model II Marketing & B.Com Model III
Office Management & Secretarial Practice

2017 Admission Onwards

FD4F7E34

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is meant by term 'Consumer Credit' ?
2. What is Positivist Approach ?
3. What is a stated need?
4. What are high involvement strategies?
5. What is life style analysis?
6. Give any four distinct roles involved in the family decision making process.
7. Distinguish between Ingroups and Outgroups.
8. What are the basic structure of buying behaviour?
9. What is Nicosia model?
10. What is consumer dissatisfaction?
11. Write any two objectives of central council?
12. What are online marketing?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. Why do we need to study Consumer Behaviour ?
14. Write a short note on Consumer Protection Movement.





15. How does Maslow's Theory of Motivation interpret needs?
16. What is the role of perception in influencing buying behaviour?
17. What do you mean by sub-culture? Explain its impact on consumer behaviour.?
18. Explain the various aspects used to identify the differences among various cross cultural platforms.
19. What are the marketing implications of need recognition to marketers?
20. Explain the importance of channel of communication in diffusion process.
21. Differentiate organisational buying with consumer buying.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain the characteristic features of Indian Consumers.
23. What are the different dimensions of personality depicted in the personality theories that help a marketer to describe the customers?
24. Define post purchase dissonance . How do consumers reduce cognitive dissonance?
25. Write a note on COPRA 1986?

(2×15=30)

