

QP CODE: 20100517



Reg No :

Name :

BCOM DEGREE (CBCS) EXAMINATION, MARCH 2020

Sixth Semester

Complementary Course - CO6CMT12 - CONSUMER BEHAVIOUR

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

2017 Admission Onwards

AD6B510C

Time: 3 Hours

Marks: 80

Part A

*Answer any **ten** questions.*

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

1. What is meant by term 'Drive' ?
2. What is interpretive Approach ?
3. Who is the End user?
4. Why is it considered that personality is consistent and enduring?
5. List the three levels of complexities in perception.
6. What is life style ? Give an example
7. What is cross culture values ? Which are the various types ?
8. What is need recognition?
9. What are the basic structure of buying behaviour?
10. What is consumer satisfaction?
11. Define Consumerism.
12. Differentiate horizontal markets with vertical markets.

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. What are the various approaches used in studying the consumer behaviour ? Explain





14. How did the emerging service sectors affected consumer behaviour ? Explain.
15. How can a marketer coordinate the communication activities in achieving marketing objectives?
16. What are the elements of learning?
17. What are the determinants of social class?
18. Explain the different types of groups.
19. What are the conditions that leads to post-purchase dissonance?
20. What are the different types of dissonance management?
21. Explain the powers of District Forum under COPRA 1986.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain the importance of the study of Consumer Behaviour.
23. What are the different methods used to change the consumer attitude?
24. Discuss Howard seth, Engel-Kollat and NICOSIA Model
25. Explain the various factors influencing consumer buying behaviour.

(2×15=30)

