



21101187

QP CODE: 21101187

Reg No :

Name :

B.COM DEGREE (CBCS) EXAMINATION, APRIL 2021

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

701CD6F4

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Distinguish between a Customer and Consumer.
2. What is 'Marketing Trust'?
3. What is a product motive?
4. List any two methods of measuring personality.
5. What is communication?
6. How do families influence consumer behaviour?
7. Distinguish between Formal and Informal groups.
8. What is Engel-Kollat-Black Model?
9. What is opinion leaders?
10. What do you mean by expectancy theory?
11. What is the purpose of drugs and cosmetics Act 1940?
12. Name any 2 advantages of online marketing.

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. Briefly explain the sociological factors affecting consumer behaviour.
14. What are the external factors influencing Consumer Behaviour.
15. Explain the process of perception.
16. List out any two theories of self concept?
17. How are sub-cultures classified? Elaborate.
18. Explain the various aspects used to identify the differences among various cross cultural platforms.
19. Explain the theory developed by Sigmund Freud in decision making models
20. What are the marketing implications of the post purchase dissonance?
21. What are Industrial markets?

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain the characteristic features of Indian Consumers.
23. What is learning? What are its elements?
24. What are loyalty programmes and explain its types.
25. State the features, merits and demerits of online marketing.

(2×15=30)

