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Shree Damodar College of Commerce & Economics, Margao-Goa

Post-Graduate Department of Commerce (M. Com)

M.Com Part-I, Semester-II, Semester End Examination, May 2023

COTC-409: Marketing and Consumer Behaviour (OA - 35)

Duration: 2 Hours

Max Marks: 40

Instructions:

1. This paper consists of Seven Questions carrying Equal marks.
2. Question No.1 consists of Compulsory Questions of 2 Marks Each.
3. Answer any three questions from Question 2,3,4,5,6 and 7
4. Each question carries 10 marks. Figures to the right indicate marks.

Q.1. Answer the following.

(5X2=10)

- a) Inherent Buying Motive
- b) Giffen Goods
- c) Factor Loading
- d) Cause Related Marketing.
- e) Lifestyle Marketing.

Q.2.A. In the digital age, brands have based their entire marketing strategy on the AIDA model. The AIDA model is considered a hierarchy of effects model, which means consumers must move through each stage of the model to complete the desired action. Discuss **(5)**

B. Write a note on different stages in Product Life Cycle with examples. **(5)**

Q.3.A. Indian rural market has a vast demand base and size. Explain the role of Rural marketing in the Indian Economy. Give Examples of Rural marketing campaigns of Indian companies. **(6)**

B. Write a note on STP Marketing. (4)

Q.4. Write a detailed note on VALS framework which combines psychological and demographic characteristics to explain consumer behavior. (10)

Q.5.A. Describe the Social stratification and its buying patterns with reference to India. (7)

B. What is Importance Performance Analysis Method (IPA)? (3)

Q.6.A. State the assumptions of Factor analysis and differentiate between EFA and CFA with a supporting Diagram. (8)

B. Write a short note on eWOM. (2)

Q.7.A. In an experiment to study the association of Gender and Satisfaction level of Buyers in Respect to EV's, the following data were obtained from 180 individuals.

	Highly Dissatisfied	Moderately Satisfied	Highly Satisfied
Male	21	36	30
Female	48	26	19

Test the hypothesis that the gender of buyers is independent of Satisfaction levels. (8)

B. Write a note on SEM Approach. (2)

*****Best Wishes*****