

VidyaVikasMandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY B.Com, Semester-III, Supplementary Examination June 2023
Subject: Consumer Behaviour (GE-4)

Duration: 2hrs

Max Marks: 80

Instructions:

- 1) Start each question on fresh page.
- 2) Figures to the right indicate maximum marks.
- 3) Answer sub-questions in question number 1 and 2 each in not more than 100 words
- 4) Answer question number 3 to 6 each in not more than 400 words

Q 1 Write short notes on (any 4)

(4x4=16)

- a) Compare Consumer v/s customer
- b) Explain the concept of brand personality
- c) Discuss the meaning of persuasive communication
- d) Discuss the meaning of Reference Groups
- e) Describe Consumerism
- f) Identify cross cultural consumer behavior

Q 2 Answer in short (any 4)

(4x4=16)

- a) Express the need for consumer buying behavior
- b) Compare Organisational v/s consumer buying behavior
- c) Discover the roles in buying process
- d) Express Post purchase dissonance
- e) Explain Consumer Protection Act 1986
- f) Enumerate the importance of Loyalty marketing

Q 3 A) Demonstrate the characteristics of Indian consumers with proper examples.

(12)

OR

Q 3X) Discover the nature and scope of consumer behavior.

Q 4A) Describe the Tri-Component Model of attitude in detail with diagram.

(12)

OR

Q 4 X) Explain Family Life Cycle with examples.

Q 5 A) Evaluate Maslow's Theory of Hierarchy of Needs.

(12)

OR

Q 5X) Assess the factors influencing consumer buying process.

Q6A) Interpret the process of organizational buying behavior.

(12)

OR

Q6X) Illustrate the various Consumer Dispute Redressal Agencies in India.