

**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.