

VidyaVikasMandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY B.Com, Semester-III, Semester End Examination November 2022
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) State the characteristics of Indian consumer
- b) Explain the various consumer responsibilities
- c) Compare needs v/s wants
- d) Enumerate the elements of Learning
- e) Examine the importance of culture
- f) State the role of reference groups

Q 2) Answer in short: (any 4) (4x4=16)

- a) Describe the roles in buying process
- b) Identify the elements in buying process
- c) Compare consumer v/s organizational buying behavior
- d) Highlight post purchase dissonance
- e) Explain the importance of loyalty marketing
- f) Discuss consumer complaint behavior

Q3A) Explain the meaning and nature of consumer behavior. (12)
 OR

Q 3 X) Explain the motivation process in detail.

Q 4A) Illustrate the Family Life Cycle with examples. (12)
 OR

Q4 X) Discover the concept, characteristics and influence of social class on consumer behavior.

Q5A) Explain the factors influencing consumer buying process. (12)
 OR

Q5X) Describe organizational buying behavior process.

Q 6A) Analyze the various rights of consumers. (12)
 OR

Q6X) Explain the role of Consumer Dispute Redressal Agencies in India.