

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY B.Com, Semester III, Supplementary Examination August 2022
Consumer Behaviour GE 4 COG-132

Duration: 2 hrs

Marks: 80

- Instruction:** 1. All questions are compulsory
2. Start each question on a fresh page
3. Figures to the right indicate maximum marks

01. Write short notes: (Any 4) (16 Marks)

- a) Benefits of Consumerism.
- b) Motivation Process.
- c) Customer v/s Consumer.
- d) Types of Perceived Risk.
- e) Characteristic of India Consumer.
- f) Ways to learn Culture.

02. Write short notes: (Any 4)

(16 Marks)

- a) Personal factor which influences buying process.
- b) Marketer and Consumer attempt to reduce dissonances.
- c) Concept of Post-purchase Dissonance.
- d) Cultural factors which influences buying process.
- e) Principles of Loyalty Marketing.
- f) Social factors which influences buying process.

03. A) Describe the nature of consumer behaviour.

(12 Marks)

OR

B) Elaborate the responsibilities of consumer behaviour.

04. A) Explain the Abraham Maslow's "Need Hierarchy Theory".

(12 Marks)

OR

B) Elaborate the Family Roles in Purchase decision.

05. A) Differentiate between Consumer Buying Behavior and Organizational Buying Behavior.

(12 Marks)

OR

B) Elaborate the Organizational Buying Process.

06. A) Explain the 3 tier Redressal Machinery under the Consumer Protection Act, 1986.

(12 Marks)

OR

B) Describe the Post Purchase Consumer Behaviour Process.