

Vidya Vikas Mandal's
 Shree Damodar College of Commerce & Economics, Margao-Goa
 SY B.Com, Semester-III, Semester End Examination October 2019
 Subject Title: 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) All questions are compulsory.
- 4) Answers to sub questions for Q.1 to Q.2 should be 100 wordseach.
- 5) Answers to sub questions for Q.3 to Q.6 should be 400 wordseach.

Q.No.1. Write Short Note On: (Any four)**4x4=16**

- a) Elements of learning
- b) Importance of consumer behavior.
- c) Differentiate between consumer and customer.
- d) Consumerism.
- e) Nature of Personality.
- f) Perception Process of marketer concern.

Q.No.2. Write Short Note On: (Any four)**4x4=16**

- a) Role of buying process in joint family.
- b) Loyalty marketing
- c) Post purchase dissonances.
- d) Sub- Culture
- e) Nature of Organizational Buying
- f) Social Class.

Q.No.3.(A) What is consumer behavior? Explain the nature of consumer behavior**12****OR****(B). Explain Consumer Responsibilities.****Q.No.4.(A) What is brand personality? Explain dimension of brand personality.****12****OR****(B) What is motivation? Explain Motivation Process.****Q.No.5.(A) Describe the stages of organizational Buying.****12****OR****(B) Explain the stages of family life cycle.****Q.No.6.(A) Explain the post purchase consumer behavior process.****12****OR****(B) Describe the consumer dispute redressal agencies.**