

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao Goa  
S.Y.B.Com, Semester III, Semester End Examination October 2018  
Consumer Behaviour (GE 4)

Duration: 2hrs

Marks: 80

**INSTRUCTIONS:** 1) *All Questions are compulsory. However, internal choice is available.*  
2) *Questions from QNo 1 and Q No 2 should be answered in 100 words.*  
3) *Questions from Question No 3, 4, 5 and 6 should be answered in 400 words.*

Q 1) Answer any 04 from the following:-

(4x4)

- a) Modern Indian Consumer
- b) Customer v/s consumer
- c) Perception
- d) Personality
- e) Social Class
- f) Communication and persuasion

Q2) Answer any 04 from the following:

(4x4)

- a) Post purchase behaviour
- b) Consumer buying v/s organizational buying
- c) Consumer Protection Council
- d) Needs v/s wants
- e) Scope of consumer behaviour
- f) Consumerism

Q3 A) What do you mean by Consumer Behaviour? Highlight the importance of consumer behaviour.

OR

(12)

Q 3 X) Explain Maslow's Need Hierarchy Theory in detail.

Q 4A) Describe the various Consumer rights and responsibilities.

(12)

OR

Q 4X) State and explain the various types of reference groups with suitable examples.

Q5A) What do you mean by Learning? Explain the various elements of learning.

OR

(12)

Q5 X) Describe the various factors involved in attitude formation.

Q 6 A) Highlight the role of family members in decision making process.

OR

(12)

Q6 X) Describe the process of organizational buying behaviour.