

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao Goa
S.Y.B.Com, Semester III, Supplementary Examination, May/June 2019
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) Scope of consumer behaviour
- b) Customer v/s consumer
- c) Motivation
- d) Personality
- e) Social Class
- f) Communication and persuasion

Q2) Answer any 04 from the following: (4x4)

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

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

OR (12)

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

Q 4A) What do you mean by attitude? Explain the factors involved in attitude formation.

OR (12)

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 features of Indian Consumers.

Q 6 A) Explain the methods adopted by the marketers to create positive favourable perception.

OR (12)

Q6 X) Describe the process of organizational buying behaviour.