

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)
- Scope of consumer behaviour
  - Customer v/s consumer
  - Motivation
  - Personality
  - Social Class
  - Communication and persuasion
- Q2) Answer any 04 from the following: (4x4)
- Post purchase dissonance
  - Consumer buying v/s organizational buying
  - State Protection Council
  - Needs v/s wants
  - Nature of consumer behaviour
  - 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.