

M.Com. Semester—III

MC-351 : CONSUMER BEHAVIOUR

Time Allowed—3 Hours]

[Maximum Marks—100

- Note :—**(1) Answer any **ten** questions from Section A.
Answer each question up to **10** lines. Each question carries **2** marks.
- (2) Answer any **two** questions from Section B.
Answer each question up to **five** pages. Each question carries **20** marks.
- (3) Attempt any **two** questions from Section C.
Answer each question up to **five** pages. Each question carries **20** marks.

SECTION—A

Explain the following :

- (1) Consumer Behaviour
- (2) Self Concept

(3) Consumer Learning

(4) Social Class

(5) Sub-Culture

(6) Perception

(7) Innovation

(8) Celebrity Appeal

(9) Opinion Leadership

(10) Cognitive Learning

(11) Secondary Reference Group

(12) Extensive Problem Solving. 10×2=20

SECTION—B

1. What is the scope of consumer behaviour ? What are the advantages of studying of consumer ?
2. Critically evaluate the Need theory of Maslow with examples. <http://www.gnduonline.com>
3. Discuss the Trait theory of Personality in detail.
4. Define attitude. Discuss the strategies for changing attitude of consumers. 20×2=40

SECTION—C

1. What is social class ? How is it measured ? Highlight the impact of social class in the field of consumer behavior.
2. What are reference groups ? Explain the various types of consumer related reference group.
3. Explain Nicosia model and how does it differ from E.K.B. model ?
4. Describe the process of diffusion of innovation.

20×2=40

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