

M.Com. 3rd Semester

MC-351 : CONSUMER BEHAVIOUR

Time Allowed—3 Hours] [Maximum Marks—100

Note :— (1) Attempt any *ten* questions from Section-A. Answer each question in upto 10 lines. Each question carries 2 marks.

(2) Attempt any *two* questions each from Section-B and Section-C. Answer each question in upto 5 pages. Each question carries 20 marks.

SECTION—A

1. Explain the following : 10×2=20

(i) Define consumer behaviour.

(ii) What is motivation ?

(iii) Define personality.

(iv) What is meant by sensation ?

(v) Define attitude.

(vi) What is cognitive component of attitude formation ?

(vii) What are reference groups ?

(viii) Define culture.

- (ix) Who are laggards ?
- (x) Who are opinion leaders ?
- (xi) What is meant by cognitive dissonance ?
- (xii) Give subcultural categories.

SECTION—B**2×20=40**

- 2. Critically evaluate need theory of Maslow.
- 3. What do you mean by perception ? What is the role of perception in marketing strategy ?
- 4. How is instrumental theory of learning relevant to the field of consumer behaviour ? Explain with suitable examples.
- 5. Explain multi-attribute attitude models.

SECTION—C**2×20=40**

- 6. What are reference groups ? Describe the major types of reference group appeals in common marketing usage.
- 7. Explain the E.K.B. model of consumer decision making.
- 8. Explain the concept of family life cycle and its implications for marketers.
- 9. Elaborate the effect of culture on consumer behavior.