

Exam. Code : 225803  
Subject Code : 104926

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M.Com. 3<sup>rd</sup> Semester (Batch 2023-25) (CBGS)

CONSUMER BEHAVIOUR

Group-D : Marketing

Paper-MCO03009T

Time Allowed—3 Hours]

[Maximum Marks—100

**Note** :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

**SECTION—A**

1. Discuss the concept of need conflict with example in light of Need Hierarchy Theory of Motivation. 20
2. Write notes on : 10
  - (a) Measurement of motives 10
  - (b) Personality and Self Concept. 10

**SECTION—B**

3. What are the dynamics involved in perception ? Explain the perceptual process in detail with examples. 20
4. What are the elements of Consumer Learning ? Explain how the principle of reinforcement affects the consumer learning. 20

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SECTION—C

5. What do you mean by "Reference Group Appeal ?" How and why marketers need to undertake a systematic study of consumer related reference groups ? 20
6. Explain the concept of Culture and Sub-Culture with example. How the sub-culture influences the consumer buying behaviour decisions ? Discuss with examples. 20

SECTION—D

7. Why marketers consider the role and influence of opinion leaders significant ? Discuss. 20
8. Discuss the different types of consumer decisions and decision rules which consumer may undertake while taking decisions. 20