

2012

M. Com.

3rd Semester Examination

CONSUMER BEHAVIOUR

PAPER — COM-304(M)

Full Marks : 50

Time : 2 Hours

The figures in the right-hand margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

Unit—I

[Marks : 20]

- 1. Answer any two questions from the following : 5×2**
 - (a) Discuss the nature of Consumer Behaviour.
 - (b) What are the applications of knowledge of Consumer Behaviour ?
 - (c) How does social class and status affect Consumer Behaviour ?
 - (d) How does situational influences affect consumers ?

- 2. Answer any one question from the following : 10×1**
 - (a) How does family and subculture affect Consumer Behaviour ?

(Turn Over)

- (b) (i) Discuss micro economic model of Consumer Behaviour.
- (ii) Discuss macro economic model of Consumer Behaviour.

Unit—II

[Marks : 20]

3. Answer any *two* questions from the following : 5×2
- (a) How does learning affect Consumer Behaviour?
- (b) What are the different types of memory? How do those influence Consumers?
- (c) Discuss Vulnerability Matrix in relation to brand loyalty.
- (d) Discuss the factors for choosing a store.
4. Answer any *one* question from the following : 10×1
- (a) How does information processing take place in relation to a consumer?
- (b) Critically state Nicosia Model of Consumer Behaviour.

[Internal Assessment : 10 Marks]
