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**4 SEM TDC COBR 4 (S)**

**2 0 1 3**

( May )

COMMERCE

( Speciality )

Course : 404

**( Consumer Behaviour )**

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks  
for the questions*

1. State whether the following statements are  
True or False : 1×8=8

(a) Attitude is an element of psychological  
factors.

(b) Consumer Protection Act was enacted in  
1996.

(c) Expectation and values are parts of life-  
style hierarchy.

- (d) Window dressing attracts customers.
- (e) Individual buying behaviour and organizational buying behaviour are influenced by same set of factors.
- (f) Social environment does not have any impact on consumer behaviour.
- (g) Market segmentation helps in understanding consumer behaviour.
- (h) Consumers' feedback is an useful tool for handling the market situation.

2. Write short notes on any *four* of the following : 4×4=16

- (a) Consumer needs
- (b) Social stratification in selling
- (c) Decision rules
- (d) Marketing mix
- (e) Economic circumstances
- (f) Life cycle of consumers

3. (a) Critically analyze the process of consumer decisions. 14

Or

- (b) What is buying motive? Explain the factors that influence the buying motive of consumers. 4+10=14

4. (a) What do you understand by 'reference groups'? Discuss about the groups of consumers who are easily influenced by reference groups. 4+10=14

Or

- (b) Discuss the concepts of culture and subculture and explain how they influence the behaviour of consumers. (4+4)+6=14

5. (a) "Lifestyle is the result of such forces as culture, values, resources, symbols, licence and sanction." Explain the statement. 14

Or

- (b) Explain the psychological factors which influence consumer behaviour.

6. (a) Which model of consumer behaviour you consider to be the best? Justify your answer.

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Or

- (b) What is organizational buying behaviour? How does it differ from individual buying behaviour?

4+10=14

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