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**4 SEM TDC COBR 4 (Sp)**

**2 0 1 4**

( 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) Innate needs are also called secondary needs.
- (b) Internal search means retrieval of knowledge of memory.
- (c) Awareness about a particular brand is the first stage in the decision-making process.

- (d) Complex decision-making is used in case of inferior or regularly purchased products.
- (e) Reference groups provide points of comparison to evaluate attitudes and behaviour.
- (f) There is a very close relationship between age and social class.
- (g) Individual buying behaviour differs from organizational buying behaviour.
- (h) The pricing costs include psychological as well as monetary costs.

2. Write short notes on (any four) : 4×4=16

- (a) Reference groups
- (b) Need recognition
- (c) Personality
- (d) Consumer protection
- (e) Self-concept
- (f) Perception

3. (a) What do you understand by 'consumer behaviour'? Explain the importance of understanding consumer behaviour.

4+8=12

Or

- (b) Discuss the major factors that influence consumer behaviour.

4. (a) Define information processing. Explain the various stages of information processing in consumer behaviour. 4+7=11

Or

- (b) Write a comprehensive note on 'consumer need and motivation'. 11

5. (a) Discuss the socio-cultural factors of consumer behaviour. 11

Or

- (b) Analyze the role of family in consumer decision-making.

6. (a) Discuss the psychological factors of consumer behaviour. 11

Or

- (b) How the economic circumstances and lifestyle of consumers influence the behaviour of consumer?  $5\frac{1}{2}+5\frac{1}{2}=11$

7. (a) Explain the Howard Sheth model of consumer behaviour. 11

Or

- (b) Define organizational buying behaviour. Describe in brief the different steps of organizational buying behaviour. 4+7=11