

**4 SEM TDC COBR 4 (Sp) (N/O)**

**2 0 1 6**

( May )

COMMERCE

( Speciality )

Course : 404

( **Consumer Behaviour** )

Time : 3 hours

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

( New Course )

Full Marks : 80

Pass Marks : 24

1. (a) State whether the following statements are True or False : 1×4=4
- (i) Television is a source of external information search.
  - (ii) Time-related costs and loss of opportunities are monetary costs.
  - (iii) Need for self-esteem are innate needs.

(iv) Motives concerned with satisfying biological needs of the individual are psychogenic motives.

(b) Choose the correct option :  $1 \times 4 = 4$

(i) Consumer behaviour is micro/macro in nature.

(ii) Opinion leaders are known as initiators/influentials.

(iii) Evolving/Emergency problems arise suddenly and the solution has to be found immediately.

(iv) Nominal decision making is also known as habitual/extended decision making.

2. Write short notes on (any four) :  $4 \times 4 = 16$

(a) Economic determinants of consumer behaviour

(b) Consumer information search

(c) Cultural factors

(d) Life cycle stages

(e) Self-concept

3. (a) What do you mean by consumer decision making? Explain different types of consumer decisions.  $4 + 10 = 14$

Or

(b) Define consumer behaviour. Discuss the importance of studying consumer behaviour.  $4+10=14$

4. (a) Explain the consumer research process. 14

Or

(b) "Marketers do not create needs, needs pre-exist marketers." Discuss. 14

5. (a) What do you understand by the term 'reference group'? Explain the factors that affects the reference groups.  $4+10=14$

Or

(b) What do you mean by opinion leaders? Discuss the characteristics of opinion leaders.  $4+10=14$

6. (a) Explain the concept of 'VALS—Value and Life Style'. 14

Or

(b) What do you mean by perception? Explain the different factors affecting perception.  $4+10=14$

( Old Course )

Full Marks : 80

Pass Marks : 32

1. State whether the following statements are True or False : 1×8=8
- (a) Consumer behaviour is macro in nature.
  - (b) Information search process is a three-stage process.
  - (c) Culture is socially acquired.
  - (d) Sigmund Freud is one of the influential theorists in the areas of self-concept.
  - (e) SRI International developed 'VALS', i.e., value and life styles in 1987.
  - (f) AIO stands for awareness, interest and opinions.
  - (g) Intra-psychic theory is one of the theories of personality.
  - (h) Life style is a group behaviour.

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

- (a) Consumer complaint behaviour
- (b) Consumer research
- (c) Opinion leadership
- (d) Information search process
- (e) Organizational buyer

3. (a) What do you mean by consumer behaviour? Explain the determinants of consumer behaviour. 4+7=11

*Or*

(b) Discuss in detail the different stages of consumer decision making. 11

4. (a) "Alternative evaluation and external information search often occur simultaneously." Do you agree with the statement? How? 11

*Or*

(b) Define consumer motivation. Explain its objectives. 4+7=11

5. (a) Define sub-culture and explain its division on different basis. 4+7=11

*Or*

(b) Discuss the uses of social class as a market segmentation process. 11

6. (a) Explain the concept of personality.  
What are the determinants of  
personality? 4+7=11

*Or*

(b) Discuss the factors affecting perception. 11

7. (a) Define consumer audit. Narrate the  
objectives of consumer audit. 4+8=12

*Or*

(b) Explain the factors affecting  
organization buying behaviour. 12

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