

Total No. of Printed Pages—6

4 SEM TDC COBR 4 (Sp) N/O

2 0 1 7

(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 : 1×8=8

(i) Consumer behaviour is macro in
nature.

(ii) Limited decision making is also
known as habitual decision
making.

(iii) In survey method of Consumer Research, the data regarding the consumer behaviour is collected through observations.

(iv) External search is the first stage to occur after the consumer experiences problem recognition.

(v) Culture is socially acquired.

(vi) Rituals are the system which is going on.

(vii) Brain is a biological factor that influences personality of an individual.

(viii) Self-concept involves two aspects 'I' and 'Me'.

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

(a) Types of consumer decisions

(b) Consumer motivation

(c) Social class

(d) Psychological factors

(e) Personal income

(f) Consumer audit

3. (a) What do you mean by consumer behaviour? Explain the determinants of consumer behaviour. $4+10=14$

Or

- (b) Discuss how consumer decision making changes as purchase involvement increases. 14

4. (a) Explain the scope of consumer research. 14

Or

- (b) What do you understand by information search? Explain the information search process in consumer behaviour. $4+10=14$

5. (a) Define culture. Explain the characteristics of culture. $4+10=14$

Or

- (b) Define group. Discuss the different types of groups and their importance. $4+5+5=14$

6. (a) Explain the concept of personality. Discuss about the determinants of personality. $4+10=14$

Or

- (b) Narrate the concept of 'VALS—Value and Life Style'. 14

(Old Course)

Full Marks : 80

Pass Marks : 32

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

(a) The study of sociology has contributed towards consumer behaviour.

(b) ATM cash service problem is a kind of emergency problems.

(c) Data collected for the first time is known as secondary data.

(d) Newspaper is a source of internal information search.

(e) Social class are heterogeneous.

(f) Departments of an organization is an example of informal groups.

(g) Personality is consistent in nature.

(h) AIO stands for Activities, Interests and Options.

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

- (a) Consumer vs. Customer
- (b) Information search
- (c) Sub-culture
- (d) Lifestyle
- (e) Organizational buying behaviour

3. (a) Define consumer behaviour. Explain the importance of studying consumer behaviour. 4+7=11

Or

(b) What do you understand by consumer decision making? Explain the different types of consumer decision. 4+7=11

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

Or

(b) Explain the consumer research process. 11

5. (a) Define social class. Explain its nature. 11

Or

(b) What do you mean by the term 'reference groups'? Explain the different types of reference groups. 4+7=11

6. (a) Define perception. Discuss the characteristics of perceiver. 4+7=11

Or

(b) Explain the factors affecting attitudes. 11

7. (a) Narrate the different elements of consumer behaviour audit. 12

Or

(b) Distinguish between organizational buyers and final consumers. 12

★ ★ ★