

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2004-2005 & thereafter)

SUBJECT CODE : **CM/PS/BB35**

M.Com. DEGREE EXAMINATION NOVEMBER 2007
COMMERCE
THIRD SEMESTER

COURSE : **SPECIALISATION**
PAPER : **BUYER BEHAVIOUR**
TIME : **3 HOURS** MAX. MARKS : **100**

SECTION – A

ANSWER ANY FIVE QUESTIONS: (5 x 8 = 40)

1. What is consumer behaviour? Write about the importance of studying “Consumer behaviour”.
2. How does social class help marketers to devise their strategies?
3. What are the reasons for the change in the trends in consumer behaviour in the new millenium?
4. Discuss about the family lifecycle stages and the changing consumption patterns.
5. How does Maslow’s hierarchy of needs guide a marketer to design and sell his products?
6. Describe the characteristic features of Trait Theory of personality.
7. What is meant by consumer attitude? What are the sources of attitude development?
8. Write about the characteristics of both youth and elderly sub cultures and their consumer behaviour patterns.
9. Bring out the factors that influence buyer behaviour.

SECTION – B

ANSWER ANY THREE QUESTIONS: (3 x 20 = 60)

10. What do you mean by a group? Explain the different types of group. How do consumer related groups influence consumer behaviour?
11. Discuss how modern technology can influence cultural values. In this regard discuss the impact of a) FM radio b) Internet.

12. Discuss about the family decision making model and Howarth seth model and their importance.
13. Explain VALs segmentation.

