

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2015-2016 and thereafter)

SUBJECT CODE: 15CM/ME/CB55

B.Com. DEGREE EXAMINATION NOVEMBER 2019
COMMERCE
FIFTH SEMESTER

COURSE : MAJOR – ELECTIVE
PAPER : CONSUMER BEHAVIOUR
TIME : 3 HOURS

MAX. MARKS: 100

SECTION A

Answer ALL questions.

(10 x 2 = 20 marks)

1. Outline the meaning of opinion leadership.
2. What do you understand by sub-culture?
3. Distinguish between positive and negative motives in consumer behaviour
4. Write short notes on 'Reference Group'.
5. What do you understand by the term social class?
6. State how a culture is learned?
7. What are Attitudes?
8. Define 'Personality'.
9. What is meant by Learning?
10. Enlist any two needs for Consumerism.

SECTION B

Answer any FIVE questions.

(5 x 8 =40 marks)

11. Critically evaluate the importance of consumer behaviour
12. Explain hierarchy of Needs theory of motivation.
13. Elucidate the impact of family on consumer buying behaviour.
14. Based on your experience and observation, what are the changes the recent economic slowdown hasbrought in Indian consumers?
15. Name any two global companies that are presently exploiting consumers.
16. State the cultural factors influence on consumer behaviour.
17. Briefly explain the post purchase behaviour processes engaged in by the consumers.

SECTION C

Answer any TWO questions.

(2 x 20 =40 marks)

18. Discuss the important government initiatives in India to protect consumers
19. Describe the consumer decision making process, by citing illustrations
20. What are various elements of learning? Describe theories of learning in detail
21. A car making company is deciding to make Electric Cars in India. You are required to:
 - a) Explain the motivation of consumer in buying this car and your way promoting it.
 - b) State how the diffusion of the idea will be facilitated by you.
