

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
(For candidates admitted during the academic year 2015-16 and thereafter)

SUBJECT CODE: 15CM/ME/CB55

B.COM DEGREE EXAMINATION DECEMBER 2020
COMMERCE – SHIFT II
FIFTH SEMESTER

COURSE: MAJOR ELECTIVE

PAPER : CONSUMER BEHAVIOUR

TIME : 90 MIN

MAX. MARKS: 50

Section – A

Answer all questions:

(7 x 2 = 14)

1. Explain Black Box Model.
2. State the difference between a customer and a consumer.
3. List out the elements of consumer learning.
4. What is ABC of Attitude?
5. List the types of groups.
6. What is absolute threshold?
7. What are the claims that can be appealed before the Supreme Court, under Consumer Protection Act?

Section – B

Answer any two questions:

(2 x 8 = 16)

8. Elaborate the Steps in Consumer Buying Process.
9. What are the Stages in Family Life Cycle?
10. Explain the Views of Consumer Decision Making.

Section – C

Answer any one question:

(1 x 20 = 20)

11. Explain in detail the factors influencing Consumer Behaviour.
12. Elucidate the Rights and Responsibilities of a Consumer under the Consumer Protection Act 1986?
