

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2008-2009 & thereafter)**

**SUBJECT CODE: CM/MC/CB54**  
**B.Com. DEGREE EXAMINATION NOVEMBER 2012**  
**COMMERCE**  
**FIFTH SEMESTER**

**COURSE : MAJOR CORE**  
**PAPER : CONSUMER BEHAVIOUR**  
**TIME : 3 HOURS** **MAX. MARKS : 100**

**SECTION – A**

**ANSWER ALL QUESTIONS IN 50 WORDS: (10 x3 = 30 )**

1. Define Consumer Behaviour.
2. Can personality change?
3. What is consumer learning?
4. What are positive and negative motivations?
5. What is subliminal perception?
6. List any 3 products that render themselves suitable for the marketer to target the family rather than the individual. Give reasons.
7. What are subcultures? Name some subcultures that may be targeted by marketers.
8. Define consumerism.
9. Who is a complainant under the provisions of CPA?
10. What is the limitation period for a complaint to be filed under CPA?

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS IN 300 WORDS: (5x6 =30 )**

11. Explain the Black Box Model in buyer behavior.
12. What is consumer involvement? What causes them?
13. What are attitudes? How are they formed?
14. Name 2 products that are culturally unacceptable in India. What marketing strategies would you use to overcome cultural resistance?
15. Explain the stages in a traditional FLC.
16. What are the factors responsible for Consumer Exploitation in India?
17. What are the rights of consumers under CPA?

**SECTION – C**

**ANSWER ANY TWO QUESTIONS IN 1200 WORDS: ( 2 x 20 = 40 )**

18. What is personality? Distinguish between the id, ego, and superego in the Freudian personality scheme. Suggest the basic influence each might exert on a purchase decision.
19. What types of reference groups may change consumer attitudes and behavior? Name two reference groups you belong to, and discuss how i. influential, ii. Non-influential they are to your behavior as a consumer.
20. Elucidate the consumer problem solving process and the levels of problem solving.
21. What is the composition and jurisdiction of the district forum, state and national commission of consumer redressal agencies? Explain the procedure adopted by the National Commission on receipt of a complaint.

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