

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2019 – 2020 & thereafter)

B. A. DEGREE EXAMINATION, NOVEMBER 2023
BRANCH IV ECONOMICS
THIRD SEMESTER

COURSE : ALLIED – CORE
PAPER : FUNDAMENTALS OF CONSUMER BEHAVIOUR
SUBJECT CODE : 19PY/AC/FC35
TIME : 3 HOURS **MAX.MARKS:100**

SECTION – A

I. ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 50 WORDS.
(10x3=30)

1. Define consumer behaviour.
2. What is the economical mode of consumer behaviour?
3. List Maslow's hierarchy of needs.
4. What are the facets of personality?
5. Explain socialization agents with examples.
6. What is spill-over sales?
7. List the steps in the communication process.
8. Define opinion leadership.
9. What is psychographics?
10. Explain consumer insights.

SECTION – B

II. ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 250 WORDS.
(5x8=40)

11. Briefly describe the importance of consumer behaviour.
12. Discuss needs and goals in consumer behaviour.
13. Write a note on children's influence in family decision-making.
14. How does culture influence consumer behaviour? Explain with an appropriate example.
15. Differentiate traditional media and new media.
16. What are motives? Give the types of motives.
17. What are the three types of consumer decision-making?
18. Explain the EKB model.

SECTION – C

III. ANSWER ANY TWO QUESTIONS. EACH ANSWER NOT TO EXCEED 1200 WORDS.
(2x15=30)

19. Elaborate on the general model of consumer behaviour.
20. Write in detail on how personality is connected to consumerism. Support your answer with examples
21. What are reference groups? Discuss the types and factors relating to reference groups.
22. Discuss the stages in the consumer decision-making process.
