

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2011-12)

SUBJECT CODE : 11CM/PC/BB24

M.Com. DEGREE EXAMINATION APRIL 2012
COMMERCE
SECOND SEMESTER

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

SECTION – A

ANSWER ANY FIVE QUESTIONS:

(5 x 8 = 40)

1. What you mean by Buying Motives? Give its need and importance for understanding Buyer Behaviour.
2. What are the functions and roles of the family in influencing consumer's behaviour?
3. Explain the Black Box Model in Buyer Behaviour.
4. What are the factors to be considered for understanding and marketing products to senior citizens?
5. What are the properties of an attitude? Explain the strategies involved in changing attitudes.
6. Explain the general dimensions of perceptual selection.
7. In what way is culture shared among consumers? Why is gender identified as one of the important sub-culture segments? Give reasons.
8. Highlight the implications of Maslow's need theory in understanding Consumer Behaviour.

SECTION – B

ANSWER ANY THREE QUESTIONS:

(3 x 20 = 60)

9. Explain the personality traits which provide insights into a consumer's behaviour.
10. What are major psychological factors that influence consumer Behaviour? Explain in detail Freudian psychoanalytical theory.
11. Explain VALS typology in understanding consumer's life style.
12. What are attitudes? Give a brief description of structural models of attitudes.
13. Highlight the four views of consumer decision making with examples. What are the major steps involved in consumer decision-making.
