

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086**  
**(For candidates admitted during the academic year 2023 – 2024 )**

**B. A. DEGREE EXAMINATION, NOVEMBER 2024**  
**BRANCH IV ECONOMICS**  
**THIRD SEMESTER**

**COURSE : ALLIED – CORE**  
**PAPER : FUNDAMENTALS OF CONSUMER BEHAVIOUR**  
**SUBJECT CODE : 23PY/AC/FC35**  
**TIME : 3 HOURS** **MAX.MARKS:100**

<b>Q. No.</b>	<b>SECTION A (10 X 3=30)</b> <b>ANSWER ALL THE QUESTIONS NOT EXCEEDING 50 WORDS</b>	<b>CO</b>	<b>KL</b>
1.	Define consumer behavior.	CO1	K1
2.	What are consumer motives?	CO1	K1
3.	Define brand personification.	CO1	K1
4.	What are the facets of personality?	CO1	K1
5.	Explain socialization agents with examples.	CO1	K1
6.	What is spill-over sales?	CO2	K2
7.	List the steps in the communication process.	CO2	K2
8.	What is opinion leadership?	CO2	K2
9.	Define Psychographics.	CO2	K2
10.	Explain consumer insights	CO2	K2
<b>Q. No.</b>	<b>SECTION B (5 X 8=40)</b> <b>ANSWER ALL THE QUESTIONS NOT EXCEEDING 400 WORDS</b>	<b>CO</b>	<b>KL</b>
11.	a) Analyse the importance of consumer behaviour <b>(or)</b> b) Examine the needs and goals of consumer behavior.	CO4	K4
12.	a) Investigate how a marketer might approach a specific product to meet consumer needs at three distinct stages of Maslow's Hierarchy of need. Use an example. <b>(or)</b> b) Differentiate between traditional media and modern media.	CO4	K4
13.	a) Compare the different types of advertising appeals and discuss their specific uses. <b>(or)</b> b) How does culture influence consumer behaviour? Explain with an appropriate example.	CO4	K4

14	a) Assess the effectiveness of the EKB model in explaining consumer behavior. <b>(or)</b> b) Evaluate the various types of consumer motives and assess how each type influences purchase behavior.	CO5	K5
15	a) Compare the three types of decision-making processes. <b>(or)</b> b) Appraise the significance of self-concept theory in influencing consumer behavior.	CO5	K5
<b>Q. No.</b>	<b>SECTION C (2 X 15=30)</b> <b>ANSWER ANY 2 QUESTIONS NOT EXCEEDING 800 WORDS</b>	<b>CO</b>	<b>KL</b>
16.	How is personality connected to consumerism? Support your answer with examples.	CO3	K3
17.	Apply the general model of consumer behavior to a real world scenario and explain its accuracy to the context.	CO3	K3
18.	Identify the different types of reference groups and discuss the factors that influence their impact on consumer behavior.	CO3	K3
19.	Illustrate the stages of consumer decision making and explain how each stage affects consumer behavior.	CO3	K3

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