

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2004-2005 & thereafter)

SUBJECT CODE : CM/PS/BB35

M.Com. DEGREE EXAMINATION NOVEMBER 2008
COMMERCE
THIRD SEMESTER

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

SECTION – A

ANSWER ANY FIVE QUESTIONS: (5 x 8 = 40)

1. “Consumers don’t need more laws to protect them, they need more knowledge”. Amplify this statement in brief.
2. Point out the significance of the study of consumer behavior.
3. What are the types of “reference Groups”?
4. How does needs and goals vary among individual consumers?
5. How do social and cultural factors influence buying decision of consumers?
6. Contrast the major characteristics of the Freudian and Trait theories.
7. What are the types of consumer’s perceived risks?
8. Explain recently formed attitude towards a product of service among high income group consumers.

SECTION – B

ANSWER ANY THREE QUESTIONS: (3 x 20 = 60)

9. Explain how Maslow’s need hierarchy help the marketers to study consumers innate and acquired needs. Discuss with suitable examples.
10. How does Personality and Life style of the consumers in Modern Metro cities influence the choice of stores in which consumer decides to shop?
11. Discuss the dynamics of ‘Consumer perception’ in the process of Selective Attention, Distorting influence and Retention of product image.

12. In purchasing a new LCD Television set with Home theater, how would you expect the following factors to influence the locus of Family decision making:
a) Social class b) Sex-role Orientation c) Time pressure and
d) FLC (Family Life Cycle).

13. Describe the significance of Cultures and Sub-cultures in segmenting the market for Food products. How can a Multinational company use cross-cultural consumer analysis to design each factor in its marketing mix?

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