

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2023 – 2024 and thereafter)

B.COM DEGREE EXAMINATION, APRIL 2026
COMMERCE
FOURTH SEMESTER

COURSE : MAJOR ELECTIVE
PAPER : CONSUMER BEHAVIOUR
SUBJECT CODE : 23CM/ME/CB45
TIME : 3 HOURS

MAX. MARKS: 100

SECTION A				
Q. No.	Answer the following	(5 x 2 = 10)	CO	KL
1	Define consumer behaviour.		1	K1
2	State the meaning of perception.		1	K1
3	What is meant by reference groups?		1	K1
4	Explain the meaning of product strategy.		1	K1
5	What is consumer research in marketing?		1	K1
SECTION B				
Q. No.	Answer the following	(5 x 2 = 10)	CO	KL
6	Explain cultural and psychological factors in consumer behaviour.		2	K2
7	What is meant by consumer attitude?		2	K2
8	List any two examples of subcultures.		2	K2
9	Write a note on distribution channels.		2	K2
10	What is positioning?		2	K2
SECTION C				
Q. No.	Answer any TWO questions	(2 x 10 = 20)	CO	KL
11	Explain different types of consumer behaviour.		3	K3
12	Write a note on classical conditioning theory.		3	K3
13	Analyse the Process and benefits of consumer involvement.		3	K3
SECTION D				
Q. No.	Answer any TWO questions	(2 x 10 = 20)	CO	KL
14	Distinguish between rational and emotional buying motives.		4	K4
15	Illustrate the types of pricing strategies.		4	K4
16	Discuss the types of groups.		4	K4
SECTION E				
Q. No.	Answer any TWO questions	(2 x 20 = 40)	CO	KL
17	Analyse the models of consumer decisions.		5	K5
18	Define family. State its functions and explain the family life cycle.		5	K5
19	Elaborate on types of marketing mix strategies.		5	K5
20	Discuss the various methods for market segmentation.		5	K5
