

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

B.COM. DEGREE EXAMINATION APRIL 2026
COMMERCE
SIXTH SEMESTER

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

MAX. MARKS: 100

SECTION A				
Q.No.	Answer all questions	(5x2=10)	CO	KL
1.	Define consumer behaviour.		1	1
2.	Recall any two factors influencing consumer decision making.		1	1
3.	List the functions of a family.		1	1
4.	Identify the meaning of distribution strategy.		1	1
5.	State the meaning of consumer research in marketing.		1	1
SECTION B				
Q.No.	Answer all questions	(5x2=10)	CO	KL
6.	Identify the different types of consumer behaviour.		2	2
7.	State the significance of consumer learning.		2	2
8.	List briefly the characteristics of culture.		2	2
9.	Differentiate sweepstakes from contests.		2	2
10.	What is market segmentation?		2	2
SECTION C				
Q.No.	Answer any two questions	(2x10=20)	CO	KL
11.	Briefly explain the various types of buying motives.		3	3
12.	Demonstrate the Black Box Model to understand consumer's response to advertising.		3	3
13.	Illustrate with suitable examples the various types of reference groups.		3	3
SECTION D				
Q.No.	Answer any two questions	(2x10=20)	CO	KL
14.	Analyse the stages of consumer perception.		4	4
15.	Examine the approaches of consumer research in marketing.		4	4
16.	Identify with suitable examples the influence of pricing strategy on consumer perception.		4	4
SECTION E				
Q.No.	Answer any two questions	(2x20=40)	CO	KL
17.	Evaluate the marketing mix strategies of consumer behaviour with suitable examples.		5	5
18.	Elucidate the methods of market segmentation.		5	5
19.	Explain consumer decision making process for marketers.		5	5
20.	Explain the various stages involved in target marketing and market positioning.		5	5
