

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2009-10)

SUBJECT CODE : **CM/PC/BB24**

M.Com. DEGREE EXAMINATION APRIL 2010
COMMERCE
SECOND SEMESTER

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

SECTION – A

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

1. What are Buying Motives? Explain the need and importance of understanding Buyer Behaviour.
2. Explain the Black Box model of Buyer Behaviour.
3. What are the important Economic and Social factors that affect the Buyer's Behaviour?
4. Explain the steps involved in Buying decision process.
5. Examine the self concept theory for understanding the Buyer Behaviour.
6. How culture influences consumption? Give Examples.
7. When do references groups exert influence?
8. What are the functions of a family? Detail the stages in the family life cycle.

SECTION – B

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

9. Explain how an individual's perception, learning, beliefs and attitudes have a bearing on his Behaviour.
10. Explain Maslow's needs theory of Motivation.
11. What are the personal factors that affect Buying Behaviour? Can life style concepts help marketers understand consumer Buying Behaviour? Examine VALS hypology.
12. What are the major psychological factors that influence consumer Behaviour? Explain in details Freudian psychoanalytical Theory.
13. Discuss the impact on marketing action due to the emerging trends of global communications, cross-cultural influences in consumer Behaviour and the international effects of demographic working women and aging consumers.

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