

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.  
(For candidates admitted during the academic year 2011-12 & thereafter)**

**SUBJECT CODE : 11CM/PC/BB24**

**M.Com. DEGREE EXAMINATION APRIL 2013  
COMMERCE  
SECOND SEMESTER**

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

**SECTION – A**

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

1. What you mean by Buying Motives ? Give the importance of understanding Buyer Behaviour
2. Explain the Black Box model of Buyer Behaviour
3. Examine the Self – concept theory for understanding the Buyer Behaviour
4. How culture influences consumption? Give examples
5. Explain the four properties of an attitude and give the strategies involved in changing attitudes.
6. What are the factors to be considered for understanding and marketing products to senior citizens.
7. Write short notes on (a)friendship groups (b)shopping groups (c)work groups and (d)virtual groups
8. Why does need driven human activity never cease?

**SECTION – B**

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

9. Explain the personality traits which provide insights on consumer's behaviour
10. How do consumers store, retain and retrieve information?
11. What are the functions and roles of the family in influencing consumers' behaviour
12. Highlight your views of consumer decision – making with examples and explain the major steps involved in consumer decision making.
13. State and explain Maslow's hierarchy of needs and impact on consumers' behaviour

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