

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

SUBJECT CODE : 11CM/MC/CB44

B.Com. DEGREE EXAMINATION APRIL 2013
COMMERCE
FOURTH SEMESTER

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

Section A

Answer ALL questions. **(10 x 3 = 30)**

1. Who is a Complainant? What is a Complaint?
2. What does “black box” in the black box model of buyer behavior indicate? Why is it called so?
3. What are the 3 distinct properties of personality?
4. What is perceptual selection?
5. What are rational and emotional motives?
6. What is stimulus discrimination?
7. Differentiate family from a household.
8. What is a subculture?
9. Name the 3 specific levels of consumer decision making.
10. What are the main factors for consumer exploitation?

Section B

Answer Any FIVE questions. **(5 x 6 = 30)**

11. Why is the study of Consumer Behaviour important?
12. What is attitude? What are its characteristics?
13. What are the family specific characteristics that influence purchase decisions?
14. Briefly explain the six consumer relevant groups.
15. Describe the types of consumer information search process.
16. List the types of consumer decisions and illustrate them with a decision of your own.
17. Explain the underlying reasons for rise in consumerism.

Section C

Answer Any TWO questions. **(2 x 20 = 40)**

18. Define Perception and describe its elements.
19. Discuss the core values of Indian Culture that drive Indian Society.
20. Describe the consumer problem solving process. From your experience what factors led to problem solving in at least 2 different products/services.
21. What are the objectives and important provisions of Consumer Protection Act?
