

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

SUBJECT CODE : CM/PC/BB24

M.Com. DEGREE EXAMINATION APRIL 2011
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. Briefly, explain the importance of studying Buyer Behaviour.
2. Discuss family influences on buying decisions. Explain the roles played by family members in buying: a) Birthday gift to son b) Home furniture c) Car
3. What roles do actual product attributes and perceptions of attributes play in positioning a product?
4. Briefly explain Freuds psychological theory of personality.
5. “Learning theory can be used to explain behaviour and to control behaviour” . Explain the validity of the Statement.
6. What is attitude change? Briefly discuss the various change strategies that are adopted by marketers with relevant examples.
7. What is the impact of self concept and consumer behaviour? Discuss briefly.
8. Explain the steps in consumer decision making process.

SECTION – B

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

9. What psychological factors influence buying behaviour? Explain.
10. Discuss the black box model of buyer behaviour in detail.
11. a) Explain post purchase dissonance. What are the strategies followed by marketers in order to reduce post purchase dissonance?
b) Discuss the various factors that are likely to increase pre purchase search for a product or service.
12. “Culture is societies personality”. Explain with reference to Indian culture.
13. Explain VALS typology in understanding consumers life style.
