

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.  
(For candidates admitted during the academic year 2004 – 2005)

SUBJECT CODE : **CM/SC/CB64**

**B.Com. DEGREE EXAMINATION APRIL 2007**  
COMMERCE  
SIXTH SEMESTER

COURSE : **SPECIALIZATION – CORE**  
PAPER : **CONSUMER BEHAVIOUR**  
TIME : **3 HOURS**

**MAX. MARKS : 100**

**SECTION - A**

ANSWER ALL QUESTIONS:

( 10 x 3 = 30 )

1. Who is a consumer?
2. What are the functions of a family?
3. What is a post-purchase behaviour?
4. How does a religion influence buying Behaviour?
5. What is 'demographics'?
6. Who are actualizers and strugglers?
7. Name any three consumer informations sources.
8. Write a note on 'VALS'.
9. What is meant by 'core values'?
10. What is the role of an opinion leader?

**SECTION - B**

ANSWER ANY FIVE QUESTIONS:

( 5 x 6 = 30 )

11. Describe the various dimensions of life styles of Indian consumers.
12. What are reference groups? Give the types of reference groups.
13. Explain the psycho-analytic theory of consumer behaviour.
14. Detail the stages in the family life cycle.

15. Explain how an individual's perception, learning, beliefs and attitudes have a bearing on his behaviour.
16. Describe Freudian theory of personality.
17. Write a brief note on the major factors that influence Consumer Behaviour.

**SECTION - C**

ANSWER ANY TWO QUESTIONS:

( 2 x 20 = 40 )

18. Explain the influence of the buyer's culture and the sub-culture on his behaviour.
19. How can a marketer motivate a consumer to buy? Give examples to substantiate your answer.
20. Describe the stages in the consumer's problem solving process.
21. Describe in detail the Black-box model of buyer behaviour.

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