

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

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

B.Com. DEGREE EXAMINATION APRIL 2008
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. Define the term Consumer Behaviour.
2. What are Buying Motives?
3. What is a Social Environment?
4. What is post-purchase behaviour?
5. Explain the term 'Behavioural Hypothesis'.
6. What is meant by psychographics?
7. What are the five types of unplanned purchases?
8. What are values and beliefs?
9. What are the social class influences in Consumer Behaviour?
10. What are Projective Techniques?

SECTION – B

ANSWER ANY FIVE QUESTIONS: (5 x 6 = 30)

11. Explain the determinants of Consumer Behaviour.
12. What are the important Economic factors that affect the Buyer's Behaviour?
13. Explain the Black Box Model on Consumer Behaviour.
14. Explain the steps involved in Buying Decision process.
15. Examine the self-concept theory for understanding the Consumer Behaviour.

16. What are reference groups? Give the various types of reference groups?
17. How do reference groups exert influences.

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Explain the influence of the buyer's culture and sub-culture on his behaviour.
19. What are the major psychological factors that influence Consumer Behaviour? Explain in details Freudian psychoanalytical theory.
20. Explain how an Individual's perception, learning, belief and attitude have an influence on his buying decisions.
21. Describe the stages in the Consumer's problem solving process.

