

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2008-2009 & thereafter)

SUBJECT CODE: CM/MC/CB54

B.Com. DEGREE EXAMINATION NOVEMBER 2011
COMMERCE
FIFTH SEMESTER

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

SECTION – A

ANSWER ALL QUESTIONS IN 50 WORDS: (10 x3 = 30)

1. What do you understand by consumer behavior? Give an example.
2. How brand personalities are shaped?
3. Briefly explain the functions of a family.
4. What do you understand by absolute threshold of perception?
5. State the buying motives that affect the behavior.
6. Write a note on multiple self-images with an example
7. Identify any three types of celebrity appeal with an example.
8. Teenagers are trendsetters. Do you agree?
9. How beliefs are formed?
10. Write a short note on consumerism.

SECTION – B

ANSWER ANY FIVE QUESTIONS IN 300 WORDS: (5 x 6 = 30)

11. How consumer grievances are redressed at the state level.
12. Explain the psychoanalytical theory of Freud.
13. What are the rights of a consumer as per the Consumer Protection Act.
14. Rituals extend over a human lifecycle. Explain the concept with an Indian ritual.
15. Briefly state the stages in the perception process.
16. Explain Pavlov's model of conditional learning.
17. Define a group and explain the various consumer relevant groups

SECTION – C

ANSWER ANY TWO QUESTIONS IN 1200 WORDS: (2 x 20 = 40)

18. Understanding the lifestyle typology is important for market segmentation and positioning. Discuss.
19. Explain the formation of attitude and its functions with the help of the tri-component model.
20. "Culture is society's personality". Discuss with special reference to Indian Culture.
21. Explain the black box model of consumer behavior in detail.

