

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

**SUBJECT CODE: 11CM/PC/BB24**

**M.Com. DEGREE EXAMINATION APRIL 2014  
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. What is Buyer Behaviour ? Give its nature and importance.
2. What are the various types of Buying Behaviour exits?
3. Explain the steps involved in a buying decision process.
4. Examine the self-concept theory for understanding consumer behaviour.
5. Detail the stages in the family life-cycle.
6. Explain how an individual's perception, learning process and beliefs have a bearing on his behaviour.
7. Write a brief note on the major factors that influence buyer behaviour.
8. How can a marketer motivate a consumer to buy? What relevance will Maslow's theory have in this regard?

**SECTION – B**

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

9. Explain in detail the Black -Box model of buyer behaviour.
10. What are the personal factors that affect buying behavior? Can lifestyle concepts help marketers understand consumer buying behavior? Examine VAL's hypology.
11. What are the major psychological factors that influence consumer behavior? Explain in detail Freudian psychoanalytical theory.
12. Explain the 'Tri-Component' model in detail.
13. Discuss the term 'group dynamics' and consumer relevant groups and examine the factors influencing reference groups and types.

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