

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

**SUBJECT CODE : 11CM/MC/CB44**

**B.Com. DEGREE EXAMINATION APRIL 2014**  
**COMMERCE**  
**FOURTH SEMESTER**

**COURSE : MAJOR – 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 is Consumerism?
3. What is post-purchase behaviour?
4. What is Social-class?
5. What is a sub-culture?
6. What are Core values?
7. Who is an 'Opinion Leader'?
8. Differentiate between a need and a motive.
9. What are reference groups?
10. What is demographics?

**Section B**

**Answer Any FIVE questions.**

**(5 x 6 = 30)**

11. Describe the various dimensions of Indian Consumer Life Styles.
12. Narrate how consumers are being exploited.
13. Explain the psycho-analytic theory of Consumer Behaviour.
14. Examine the various stages of family Life-cycle.
15. Explain how an individual's perception, beliefs and attitudes have a bearing on his behavior.
16. Examine various alternatives and appropriate solutions for consumer problems.
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 a buyer's culture and sub-culture on his buying decisions.
19. Describe the consumer's problem solving process.
20. Explain the Black-box model of buyer-behaviour.
21. Examine the important provisions of Consumer Protection Act, 1956.

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