

**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 2015
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. Explain the Nature and Importance of Buyer Behaviour.
2. Explain the various stages of family Life-Cycle.
3. Examine the Pscho-analytic Theory of Consumer Behaviour.
4. How does a buyer's culture and sub-culture influence his buying decisions?
5. Write a note on Black-Box model of Buyer Behaviour.
6. What are the personal factors that affect Buying Decisions?
7. Examine the 'Tri-Component' model in brief.
8. What is 'Group Dynamics'? Name the various groups that influence the Buying pattern.

SECTION – B

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

9. What are the various types of Buying Behaviour? Explain the steps involved in a Buying decision process.
10. Explain the Self-Concept Theory of Understanding Buyer Behaviour.
11. Explain how an Individual's perception, learning process and beliefs have a bearing on his Behaviour.
12. Write in detail the major factors that influence Buyer Behaviour.
13. How can a Marketer motivate a Buyer to Buy? Apply Maslow's Need Theory in this regard.
