

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

SUBJECT CODE : CM/PS/BB36

**M.Com. DEGREE EXAMINATION NOVEMBER 2009**  
COMMERCE  
THIRD SEMESTER

COURSE : SPECIALISATION  
PAPER : BUYER BEHAVIOUR  
TIME : 3 HOURS  
MAX. MARKS : 100

**SECTION – A**

**ANSWER ANY FIVE QUESTIONS:** ( 5 x 8 = 40)

1. In what ways is the study of Buyer Behaviour linked to the development of marketing strategies.
2. What type of products are consumers most likely to purchase because of their Brand impression? Why?
3. Point out the link between extended self and product symbolism.
4. What general factors can trigger motive arousal? Cite some examples.
5. Of what relevance is the personality concept to understanding consumer behaviour?
6. What role does marketing play in changing buyer's attitude for products and brands?
7. Discuss briefly types of Subculture prevailing among prospective buyers.
8. Explain 'VALS' Typology.

**SECTION – B**

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

9. Describe the traditional and modern Family Life Cycle stages. What influence does Life Cycle have on consumer behaviour?
10. Discuss in detail the role of Government, Business and consumer groups in increasing consumer involvement with Social issues like pollution or teenage – drinking.
11. State the difference between perceptual vigilance and perceptual defense which is likely to operate when
  - i) consumers buy the same brand of soft-drinks because due to inertia
  - ii) consumers buy the same perfume because of brand loyalty.

12. “Attitudes are easier to change when there is low ego involvement” Amplify this statement expressing your views. Explain factors inhibiting the relationship between Beliefs, Attitudes, and Behaviour.
13. How does Cultural values influence purchase decisions? Point out the need for Cross-cultural understanding in the modern era and the elements of consumer behaviour analysis in cross cultural environment.

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