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

SUBJECT CODE: CM/MC/CB54

B.Com. DEGREE EXAMINATION NOVEMBER 2010
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. Define Consumerism.
2. Define Black Box Model.
3. What is psychoanalytical theory?
4. What do you mean by Consumer Behaviour?
5. Define consumer motivation.
6. How does perception influence consumer behavior?
7. Write a brief note on subculture.
8. How can a consumer be exploited?
9. Define Consumer Protection Act 1956.
10. Explain the concept of self-image.

SECTION – B
ANSWER ANY FIVE QUESTIONS IN 300 WORDS: **(5 x 6 = 30)**

11. State the advantages of consumer redressal agencies.
12. How does learning affect consumer behavior?
13. What are the factors likely to increase pre-purchase search for information?
14. Discuss any one theory of consumer behavior and point out how it helps marketing management.
15. Describe the functions of family & roles of family members in consumer decision making.
16. What are the merits and demerits of traits theory of personality?
17. Describe the characteristics and core value of culture.

SECTION – C
ANSWER ANY TWO QUESTIONS IN 1200 WORDS: **(2 x 20 = 40)**

18. Your company is about to launch a healthy high fibre, low calorie breakfast cereal. You have been asked to study the consumer attitudes prior to launch. Explain how you would apply the AIO Model to assess the consumer attitude in this case.
19. Explain the VALS-II Typology framework used in attitude formation of consumers.
20. How would a knowledge of consumer behavior help you in designing your marketing programme for the following products and services. Justify your answers with reasons.
    a) Disposable diapers   b) Retail banking   c) coffee bars
21. Describe the group influences and dynamics of personality in consumer behavior.

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