

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 2016
COMMERCE
FOURTH SEMESTER

COURSE : MAJOR – CORE
PAPER : CONSUMER BEHAVIOUR
TIME : 3 HOURS

MAX. MARKS: 100

Section A

Answer ALL questions.

(10 x 3 = 30)

Define / What? :

1. Personality
2. Attitudes
3. Consumer behaviour
4. Buyer's black box
5. Extended family
6. Sub culture
7. Evoked set
8. Alternative evaluation
9. Consumer rights
10. Restrictive trade practice

Section B

Answer Any FIVE questions.

(5 x 6 = 30)

11. Discuss the different roles of a consumer.
12. Explain the dynamic nature of motivation.
13. Discuss the principle elements of learning.
14. What is culture? State its characteristics.
15. What are the functions of the family?
16. Discuss in brief information processing.
17. What is consumerism? Explain its root causes.

Section C

Answer Any TWO questions.

(2 x 20 = 40)

18. Describe Psychoanalytical theory.
19. Discuss the various types of reference groups.
20. Explain the various forms and causes of consumer exploitation.
21. Discuss in brief the Black box model.
