

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2004 – 2005 & thereafter)

SUBJECT CODE : **CM/SC/CB64**

B.Com. DEGREE EXAMINATION APRIL 2009
COMMERCE
SIXTH SEMESTER

COURSE : **SPECIALIZATION – CORE**
PAPER : **CONSUMER BEHAVIOUR**
TIME : **3 HOURS** **MAX. MARKS : 100**

SECTION – A

ANSWER ALL QUESTIONS: (10 x 3 = 30)

1. Differentiate between need and motive.
2. What is 'Social Class'?
3. What is post-purchase behavior?
4. How does one's religion influence his buying Behaviour?
5. Who are 'actualizers' and 'Strugglers'?
6. What is 'demographics'?
7. Name any three consumer information sources.
8. Write a note on sub-culture.
9. What are core values?
10. Who is an opinion leader?

SECTION – B

ANSWER ANY FIVE QUESTIONS: (5 x 6 = 30)

11. Who is a consumer? What are the dimensions of life-styles of Indian Consumers?
12. What are reference groups? Give the types of reference groups.
13. Explain the psycho-analytic theory of consumer behavior.
14. Detail the stages in the family life cycle.
15. Explain how an individual's perception, learning, belief's and attitudes have a bearing on his behavior. Give suitable examples.

16. Describe Freudian Theory of Motivation / personality.
17. Write a note on the major factors that influence Consumer Behaviour.

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Explain the influence of the Buyer's culture and sub-culture on his behaviour.
19. How can a marketer motivate a consumer to buy? Give examples to substantiate your answer.
20. Describe the stages in the Consumer's problem solving process.
21. Describe in detail the Black-box model of buyer – Behaviour.
