

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2015-2016)**  
**SUBJECT CODE: 15CM/ME/CB55**

**B.Com. DEGREE EXAMINATION NOVEMBER 2017**  
**COMMERCE**  
**FIFTH SEMESTER**

**COURSE : MAJOR – ELECTIVE**  
**PAPER : CONSUMER BEHAVIOUR**  
**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION A**

**Answer ALL questions.**

**(10 x 2 = 20 marks)**

1. Define 'Consumer Behaviour'.
2. What do you understand by negative motivation?
3. Write short notes on 'Reference Group'.
4. What is Impulse Buying?
5. What are 'Cross Cultures' and 'Sub Culture'?
6. Define 'Personality'.
7. What is meant by Learning?
8. What is Cognitive dissonance?
9. Who is an Opinion Leader?
10. Define 'Consumerism'.

**SECTION B**

**Answer any FIVE questions.**

**(5 x 8 =40 marks)**

11. Discuss the importance of consumer behaviour to marketers.
12. Explain the family life cycle stages with suitable example.
13. Relate any motivation theory of your choice to consumer behaviour.
14. Based on your experience and observation, what are the changes the recent demonization has brought in consumer behaviour?.
15. What are Attitudes? Explain the Tri-Component Model of attitude formation.
16. You are a marketing manager of a company manufacturing washing machines. How will you respond to the post purchase feelings of your customers in order to build and maintain their satisfaction?
17. Discuss the causes of consumer exploitation and enlist the various measures to save consumers from exploitation.

**SECTION C**

**Answer any TWO questions.**

**(2 x 20 =40 marks)**

18. Briefly describe various theories of personality and discuss how do these theories help in understanding consumer behavior.
19. Critically evaluate the EKB Model in consumer decision making process.
20. Discuss the need for Consumerism. Explain the consumer rights and marketers responsibilities.
21. What are the types of information sought by the consumer at the time of purchase evaluation in buying decisions? Explain.

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