

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2015-2016 and thereafter)**

**SUBJECT CODE: 15CM/ME/CB55**

**B.Com. DEGREE EXAMINATION NOVEMBER 2018**  
**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 Behavior.
2. What is meant by consumer decision making?
3. What is habitual buying behavior?
4. What is perception?
5. What is meant by personality?
6. What is cross culture?
7. Who is a Family group?
8. What do you mean by Dissonance?
9. What is Consumerism?
10. Identify the elements of learning.

**SECTION B**

**Answer any FIVE questions.**

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

11. Explain the Tri-component Attitude Model.
12. Briefly explain the buying motives.
13. Explain the personality traits that can influence consumer research.
14. Explain the Psycho-Analytical Theory of Sigmund Freud.
15. Explain the impact of life styles and psychographics on consumer's buying decision.
16. Discuss the post purchase behavior of a consumer.
17. How are the grievances of consumers redressed under the Consumer Protection Act, 1986?

**SECTION C**

**Answer any TWO questions.**

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

18. Explain the various dimensions of consumer behavior.
19. Based on your own experience and observations, what are the changes that the recent demonetization has brought in consumer's behavior?
20. Define Culture. Explain the characteristics of culture. Explain its influence on consumer behavior.
21. Discuss the important provisions of Consumer Protection Act 1986.

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