



K23P 0229

Reg. No. :

Name :

IV Semester M.Com. Degree (C.B.S.S. – Reg./Supple./Imp.)

Examination, April 2023

(2019 Admission Onwards)

Elective – B : MARKETING

COM 4E05 : Consumer Behaviour

Time : 3 Hours

Max. Marks : 60



Answer **any four** questions in this Section. Each question carries **1** mark for Part (a), **3** marks for Part (b) and **5** marks for Part (c).

1. a) Define 'Consumer Behaviour'.
b) Discuss the need to study consumer behaviour in modern marketing.
c) Identify the problems in studying consumer behaviour.
2. a) What is 'Post-Purchase Behaviour' ?
b) Enumerate the demographic influence on consumer behaviour.
c) Outline the role of consumer research in modern marketing.
3. a) Define 'Group Dynamics'.
b) Categorise the different types of groups in the context of consumer behaviour.
c) Give an overview of the steps in the Consumer decision-making process.
4. a) Compare a consumer with a customer.
b) Discuss the defects in the Indian consumer market.
c) Enumerate the elements of learning in consumer behaviour.
5. a) What is 'Consumer Adoption' ?
b) How does Consumers' personality influence their decision-making process ?
c) Analyse the social and cultural influences on consumers' behaviour.

P.T.O.

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6. a) What is 'Customer Relationship Management' ?
b) How do business buyers make their buying decisions ?
c) Evaluate the factors influencing customers' satisfaction towards any product or brand of your choice. (4×9=36)

SECTION – B

Answer the **two** questions in this Section. **Each** question carries **12** marks.

7. a) Elaborate on different factors influencing consumer behaviour in the recent marketing scenarios.

OR

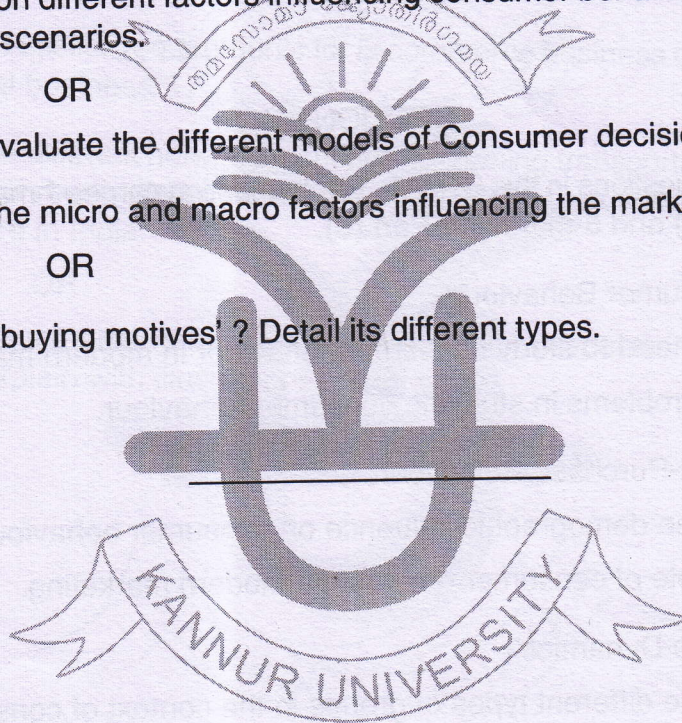
- b) Critically evaluate the different models of Consumer decision-making in detail.

8. a) Examine the micro and macro factors influencing the marketing environment.

OR

- b) What are 'buying motives' ? Detail its different types.

(2×12=24)





K22P 3348

Reg. No. :

Name :

**IV Semester M.Com. Degree (CBSS – Reg./Supple. /Imp.) Examination, April 2022
(2018 Admission Onwards)
Elective – B : Marketing
COM4E05 : CONSUMER BEHAVIOUR**

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four** questions in this Section. **Each** question carries **1** marks for part (a), **3** marks for part (b), and **5** marks for part (c).

1. a) What is consumer delight?
b) What are the effects of culture and sub-culture on consumer behaviour ?
c) "Post purchase behaviour of consumer is more important than pre purchase behaviour for a marketing manager" Do you agree ? Why ?
2. a) What are different types of markets in India ?
b) Explain organizational customer and individual customer.
c) Significance of consumer behaviour in current marketing conditions.
3. a) What is opinion leadership ?
b) Characteristics for effective segmentation.
c) What are different personality traits that influence consumer behaviour ?
4. a) What do you mean by cross cultural effects ?
b) What are different social factors influencing consumer behaviour ?
c) Types of reference groups.
5. a) What is adopter's categories ?
b) How consumer complaints can be useful assets to a company ?
c) Explain Howard Seth Model of consumer behaviour.

P.T.O.



6. a) What is customer satisfaction ?
b) Important government initiative in India to protect consumers.
c) Why are consumer needs and goals constantly changing ? What factors influence the formation of new goals ?

SECTION – B

Answer **any two** in this section. **Each** question carries **12** marks.

7. Explain consumer buying decision process. Discuss an overview of consumer buying decision process with suitable example.

OR

You are the manager of a highly sought apparel brand that offers a complete range of highly priced but good quality trendy wears for both gender. Describe how an understanding of consumer behaviour would be useful for decision regarding.

- 1) Segmentation strategy.
 - 2) New product introduction.
 - 3) Promotional strategy.
8. "In highly competitive marketing environment, it is only those firms which have been able to define their market in terms of consumer needs they satisfy, will be successful marketers". Explain the statement with reference to the impact of motivation on Consumer Behaviour.

OR

How to consumers seeks to reduce post purchase dissonance ? As a marketer of consumer durables, explain how can you provide reinforcement to the consumers after they have purchased your brand ?



K21P 0269

Reg. No. :

Name :

IV Semester M.Com. Degree (CBSS-Reg./Suppl. (Including Mercy Chance)/Imp.)

Examination, April 2021

(2014 Admission Onwards)

Elective – B : Marketing

COM 4E05 – CONSUMER BEHAVIOUR

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer any four questions in this Section.

Each question carries 1 mark for Part – a, 3 marks for Part – b and 5 marks for Part – c.

1. a) Define consumer behaviour.
b) What is consumer misbehaviour ?
c) What are the issues in consumer research ?
2. a) What do you mean by marketing environment ?
b) List out the demographic variables which affect consumer behaviour.
c) What are the stages in consumer adoption ?
3. a) What is buying motives ?
b) Explain the term consumer decision making.
c) Briefly explain for Howard Sheth model.
4. a) What do you mean by group dynamics ?
b) Distinguish between culture and subculture.
c) Explain the importance of marketing environment.
5. a) Define consumer satisfaction.
b) Distinguish between micro and macro environment.
c) What are the different types of groups ?

P.T.O.



6. a) What is consumer adoption ?
b) List out the social factors which influence the consumer behaviour.
c) Explain the concept of post purchase behaviour.
7. a) What do you mean by market integration ?
b) Distinguish between rational and emotional motives.
c) Explain the significance of understanding buying motives.
8. a) What is market segmentation ?
b) What do you mean by group cohesiveness ?
c) What are the major difficulties in judging buying motives ?

SECTION – B

Answer the **two** questions in this Section. **Each** question carries **12** marks.

9. a) Explain the factors influencing consumer behaviour.
b) What are the processes and models in consumer decision making ?
c) Explain the significance of consumer behaviour in marketing.
10. a) Explain the different types of buying motives.
b) Explain the components of marketing environment.
c) Describe this steps and stages in consumer buying process.



K20P 0148

Reg. No. :

Name :

**IV Semester M.Com. Degree (CBSS – Reg./Suppl./Imp.) Examination, April 2020
(2014 Admission Onwards)**

Elective B : Marketing

COM4E05 : CONSUMER BEHAVIOUR

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four** questions in this Section. **Each** question carries **1** mark for Part (a), **3** marks for Part (b), and **5** marks for Part (c).

1. a) Define customer satisfaction.
b) What is perpetual process ?
c) What is the importance of cultural factors in determining consumer behaviour ?
2. a) Difference between consumer and customer.
b) What do you understand by Cognitive dissonance ? Explain with example.
c) What are the different personality traits that influence consumer research ?
3. a) Define Reference group.
b) What do you understand by diversity in consumer behaviour ?
c) Briefly explain buying motives.
4. a) What is consumer need ?
b) Explain Weber Law.
c) Give suitable basic for the segmentation of following categories :
 - 1) Computer
 - 2) Cars
 - 3) Restaurant
 - 4) Pens
 - 5) Clothes.

P.T.O.



5. a) What is consumer behaviour ?
b) Difference between business markets and consumer markets.
c) What are the factors that influence market environment ?

6. a) What is Diffusion process ?
b) Differentiate Rational and emotional motives.
c) Different problems in studying consumer behaviour.

(4×9=36)

SECTION – B

Answer **any two** questions in this Section. **Each** question carries **12** marks.

7. a) Define marketing environment. Explain briefly Micro and Macro marketing environment.

OR

- b) Impact of economic and political legal factors that influence buying decision making process.

8. a) Evaluate Howard shet model of consumer behaviour. Explain its current relevance.

OR

- b) What do you understand by extensive problem solving, limited problem solving and routinized response behaviour ? What kind of decision process you can expect in the following cases and why ?

- i) Purchase of television for family use
ii) Purchase of mobile phone for personal use.

(2×12=24)

- 1) Computer
2) Cars
3) Restaurant
4) Pens
5) Clothes.