

2009—Exami.

Roll No. ....

Subject Code—2150

**M. Com. (Part II) EXAMINATION**

Optional Group II—Marketing

MC-205-M

**CONSUMER BEHAVIOUR**

*Time : 3 Hours*

*Maximum Marks : 100*

**Note :** Attempt *Five* questions in all. Q. No. 1 is compulsory. All questions carry equal marks.

1. Briefly explain the following :

- (a) Attitude
- (b) Cognitive learning
- (c) Early Adaptors
- (d) Impulse buying behaviour
- (e) Need Recognition
- (f) Product
- (g) Word of Mouth

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- (h) Surrogate consumers
  - (i) Hyper Market
  - (j) Culture.
2. Discuss Sam Walton's statement that "only the customers can fire us all." Do you agree with the statement and how do you relate consumer behaviour to the statement.
  3. What do you mean by consumer buying process ? Do consumers always follow the same process while buying car, gold and cosmetics ?
  4. How are attitude formed ? Also explain the role played by attitude in consumer behaviour.
  5. What variables determine an individual's social class ? In what order of importance should they be ranked ?
  6. Analyse the statement, "Working women do not buy product and services in essentially the same ways as non-working women."

7. What is meant by the term family ? What is the importance of studying families to the understand by consumer behaviour.
8. Write short notes on the following :
  - (a) Industrial buying behaviour
  - (b) Consumer behaviour audit.