

Roll No.

Subject Code—8139

M. Com. (Second Year) EXAMINATION

(Main/Re-appear Batch 2009 Onwards)

MC-205-M

CONSUMER BEHAVIOUR

Time : 3 Hours

Maximum Marks : 70

Section A

Note : Attempt any *Seven* questions. **7×5=35**

1. How do you define consumer ?
2. What is meant by Consumer Involvement ?
3. Describe the elements of decision.
4. What is the meaning of Motive Hierarchy ?
5. Define Consumer Perceptual Error.

6. What do you mean by Self Concept ?
7. What is the role of social class in studying consumer behaviour ?
8. Explain Reference Group.
9. What is meant by Opinion Leadership ?
10. Briefly explain consumer behaviour audit.

Section B

Note : Attempt all the questions.

11. Why does a consumer show high involvement in high value goods and low in low value goods ? Support your answer with suitable examples. 12

Or

Describe the steps involved in information search process. What are the evaluation criteria for such information especially in the context of a refrigerator and toothpaste ?

12. Distinguish between Consumer Attitude and Consumer Perception. How is this difference helpful to marketer to create his own market ?

12

Or

How are consumers being influenced by their psychographics and lifestyles ? Give examples.

13. What is the meaning of diffusion of innovation ? How is opinion leadership supportive to marketers ?

11

Or

Critically appraise the practical implications of various models on consumer behaviours.