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Register Number:

Name of the Candidate:

**M.Com. DEGREE EXAMINATION, May 2015****(MARKETING)****(FIRST YEAR)****520 / 120: CONSUMER BEHAVIOUR****(Old Regulations / New Regulations)**

Time: Three hours

Maximum: 100 marks

**SECTION - A****Answer any FIVE questions****(5 × 8 = 40)**

1. Define consumer behaviour. What are the factors influencing consumer behaviour?
2. Explain the components of attitudes.
3. Define social class and what are the characteristics of social class?
4. Write a short note on product perception.
5. What do you understand by the term repeat purchase?
6. What is post purchase behaviour?
7. Explain the need for consumer protection.
8. State the various types of consumer involvement.

**SECTION - B****Answer any THREE questions****(3 × 20 = 60)**

9. Outline the scope of consumer behaviour. What are the disciplines that contributed to consumer behaviour as a subject study.
10. What are the different models of consumer decision process? Explain any one model.
11. What is impulse buying? Use your own examples to suggest how marketers can encourage impulse buying.
12. Explain the process of ascertaining "Product usage Rate" with example.
13. Write short note on:
  - a) Cognitive learning
  - b) Personality
  - c) Reference group
  - d) Buying process
  - e) Consumersion.

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