

4 SEM TDC COBR 4 (Sp) N/O

2017

(May)

COMMERCE

(Speciality)

Course : 404

(**Consumer Behaviour**)

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

(New Course)

Full Marks : 80

Pass Marks : 24

1. (a) State whether the following statements
are True or False : 1×8=8

(i) Consumer behaviour is macro in
nature.

(ii) Limited decision making is also
known as habitual decision
making.

(Turn Over)

(2)

(iii) In survey method of Consumer Research, the data regarding the consumer behaviour is collected through observations.

(iv) External search is the first stage to occur after the consumer experiences problem recognition.

(v) Culture is socially acquired.

(vi) Rituals are the system which is going on.

(vii) Brain is a biological factor that influences personality of an individual.

(viii) Self-concept involves two aspects 'I' and 'Me'.

2. Write short notes on (any four) :

4×4=16

(a) Types of consumer decisions

(b) Consumer motivation

(c) Social class

(d) Psychological factors

(e) Personal income

(f) Consumer audit

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(3)

3. (a) What do you mean by consumer behaviour? Explain the determinants of consumer behaviour. 4+10=14

Or

(b) Discuss how consumer decision making changes as purchase involvement increases. 14

4. (a) Explain the scope of consumer research. 14

Or

(b) What do you understand by information search? Explain the information search process in consumer behaviour. 4+10=14

5. (a) Define culture. Explain the characteristics of culture. 4+10=14

Or

(b) Define group. Discuss the different types of groups and their importance. 4+5+5=14

6. (a) Explain the concept of personality. Discuss about the determinants of personality. 4+10=14

Or

(b) Narrate the concept of 'VALS—Value and Life Style'. 14

(Turn Over)

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