

Exam. Code : 107305

Subject Code : 2143

B.Com. (Prof.) 5th Semester

BCP-521 : CONSUMER BEHAVIOUR

Time Allowed—3 Hours]

[Maximum Marks—50

SECTION—A

1. Write short notes on any 10 of the following.

- (i) Motivation
- (ii) Stereotyping
- (iii) Elements of Perception
- (iv) Reinforcement Theory
- (v) Cognitive Theory of Learning
- (vi) Perceived Risk
- (vii) Trait Theory
- (viii) Product Positioning
- (ix) Consumer Attitude
- (x) Social Class
- (xi) Family Life Cycle
- (xii) Self Image.

10×1=10

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(Contd.)

SECTION—B

Attempt any **two** questions.

2. Explain Consumer Behaviour and its significance. What are the determinants of Consumer Behaviour ?
3. Explain the role of motives in guiding behaviour. Also explain how human motives are studied and measured.
4. Make a distinction between sensation and perception. Also explain the perceptual process in detail.
5. Explain the concept of Personality. What are the determinants of Personality ? 10×2=20

SECTION—C

Attempt any **two** questions.

6. What are attitudes and explain its characteristics. Also explain the structural models of attitudes.
7. Write a detailed note on Celebrity Endorsement. Why is Indian Consumer much interested to watch celebrities in advertisements ?
8. Explain the role and power of the Reference groups in consumer decision making.
9. Explain the expanding role of children in family consumption decision making. 10×2=20