

Exam. Code : 217603

Subject Code : 6466

M.Com. Semester—III

MC-351 : CONSUMER BEHAVIOUR

Time Allowed—3 Hours]

[Maximum Marks—100

Note :—(1) Answer any **ten** questions from Section A.
Answer each question up to **10** lines. Each
question carries **2** marks.

(2) Answer any **two** questions from Section B.
Answer each question up to **five** pages. Each
question carries **20** marks.

(3) Attempt any **two** questions from Section C.
Answer each question up to **five** pages. Each
question carries **20** marks.

SECTION—A

Explain the following :

(1) Consumer Behaviour

(2) Self Concept

- (3) Consumer Learning
- (4) Social Class
- (5) Sub-Culture
- (6) Perception
- (7) Innovation
- (8) Celebrity Appeal
- (9) Opinion Leadership
- (10) Cognitive Learning
- (11) Secondary Reference Group
- (12) Extensive Problem Solving. 10×2=20

SECTION—B

1. What is the scope of consumer behaviour ? What are the advantages of studying of consumer ?
2. Critically evaluate the Need theory of Maslow with examples.
3. Discuss the Trait theory of Personality in detail.
4. Define attitude. Discuss the strategies for changing attitude of consumers. 20×2=40

SECTION—C

1. What is social class ? How is it measured ? Highlight the impact of social class in the field of consumer behavior.
2. What are reference groups ? Explain the various types of consumer related reference group.
3. Explain Nicosia model and how does it differ from E.K.B. model ?
4. Describe the process of diffusion of innovation.

20×2=40