

Exam. Code : 217603

Subject Code : 4621

M.Com. 3rd Semester

CONSUMER BEHAVIOUR

Paper-MC-351

Time Allowed—3 Hours] [Maximum Marks—100

Note :- (1) Attempt any **TEN** questions from Section A. Answer each question in upto **ten** lines. Each question carries **2** marks.

(2) Attempt any **TWO** questions from Section B and Section C. Answer each question in upto **five** pages. Each question carries **20** marks.

SECTION-A

1. Give answers to any **ten** of the following questions :

(i) Consumer Socialization

(ii) Social Class

(iii) Celebrity Appeal

(iv) Negative Reinforcement

(v) Life Style

(vi) Innovation

(vii) Motivation

(viii) Opinion Leader

(ix) Sub-Culture

(x) Learning

(xi) Self Concept

(xii) Reference Group. 10×2=20

SECTION-B

2. Discuss the theory of operant conditioning. Explain the marketing applications of operant conditioning.
3. Explain the influence of personality on consumer behaviour.
4. How are attitudes formed ? Describe the different strategies by which attitudes can be changed.
5. Define perception and discuss its role in marketing strategy. 2×20=40

SECTION-C

6. What is social class ? Describe the methods of measuring social class. Also explain how social class affects consumer behaviour.
7. Describe the process of diffusion of innovation.
8. What is culture ? Why is it important to study the role of culture in consumer behaviour ?
9. Discuss the stages involved in consumer buying process. 2×20=40