

**Exam. Code : 217603**

**Subject Code : 5645**

**M.Com. 3<sup>rd</sup> Semester (Batch 2020-22)**

**CONSUMER BEHAVIOUR**

**Paper—MC-351**

Time Allowed—3 Hours] [Maximum Marks—100

**Note :—** Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

**SECTION—A**

1. Why is motivation said to be a complex process, for marketing purpose ? Explain giving suitable examples. 20
2. Describe the influence of personality on consumer behaviour in general. 20

**SECTION—B**

3. Explain the principles of grouping, closure and context used in perceptual organisation. 20
4. Explain the structural models of attitudes. 20

**SECTION—C**

5. 'The family is the most important consumer buying organization in society'. Do you agree or disagree with the statement ? Support your answer. 20
6. According to you which important sub cultures exist in India ? Explain with examples. 20

**SECTION—D**

7. Describe in detail the post purchase consumer behaviour taking example of any high involvement product. 20
8. Why are marketers interested in the role of 'personal influence' and 'opinion leadership' in consumer decision process ? Explain giving suitable examples. 20