

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao Goa
SY B.Com. (CBCS) Semester-III, Semester End Examination, November 2023
Subject Title: Consumer Behaviour (GE-4)

[Duration:2 hours]

[Total Marks:80]

- Instructions:** i) All questions are compulsory however internal choice is available.
ii) Answer sub-questions in Question 1 and Question 2 in not more than 100 words each
iii) Answer to Question 3 to Question 6 must be of approximately 400 words each.
iv) Figures to right indicate the marks.

- Q1. Write Short Note On: (Any four) 16 marks**
- a) Elements of learning
 - b) Importance of consumer behaviour.
 - c) Differentiate between consumer and customer.
 - d) Consumerism.
 - e) Nature of Personality.
 - f) Types of perceived risk.
- Q.2 Write Short Note On: (Any four) 16 marks**
- a) Role of buying process in joint family.
 - b) Loyalty marketing
 - c) Post purchase dissonances.
 - d) Sub- Culture
 - e) Nature of Organizational Buying
 - f) Social Class.
- Q3 (A) What is consumer behavior? Explain the nature of consumer behavior. 12 Marks**
OR
- Q3 (B) Explain Consumer Responsibilities. 12 Marks**
- Q4 (X) What is brand personality? Explain dimension of brand personality. 12 Marks**
OR
- Q4 (Y) What is motivation? Explain Motivation Process. 12 Marks**
- Q5 (A) Describe the stages of organizational Buying. 12 Marks**
OR
- Q5 (B) Explain the stages of family life cycle. 12 Marks**
- Q6 (X) Explain the post purchase consumer behavior process. 12 Marks**
OR
- Q6 (B) Describe the consumer dispute redressal agencies. 12 Marks**