

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.

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