

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION MAY 2019
(Fourth Semester)

Branch – COMMERCE (RETAIL MARKETING)

CONSUMER BEHAVIOUR

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 2 = 20)

- 1 What do you mean by consumer behaviour?
- 2 Explain the consumer attitude.
- 3 Define consumer psychographics.
- 4 Write note on perception.
- 5 What is cognitive learning theory?
- 6 Write about primary and secondary group.
- 7 Define culture.
- 8 Give any three impact of advertisement in consumer behaviour.
- 9 State the function of district forum in consumer production act.
- 10 Give four important rights of consumers.

SECTION - B (25 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 5 = 25)

- 11 a Mention the advantages of consumer behaviour.
OR
b Explain the concept of motivation.
- 12 a Explain the different functions of attitude.
OR
b Enumerate the types of psychographics variables.
- 13 a What is the role of family in decision making?
OR
b Explain the behaviour of different classes.
- 14 a What are the duties of state council under consumer production act?
OR
b Enumerate the influences of culture in consumer behaviour.
- 15 a Describe the criteria for evaluating the consumer decision making.
OR
b State the different methods of purchase.

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Discuss the factors influencing the consumer behaviour.
- 17 Explain the different models of attitude in consumer behaviour.
- 18 State the application of reference group concept to marketer and advertiser.
- 19 Enumerate the different types of advertisement and their impact on consumer buying behaviour.
- 20 Describe the rights of consumer and explain the role of district, national and state council in consumer protection.