

**Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE
AND ECONOMICS, PONDA-GOA
B.COM. CBCS (SEMESTER-III) REGULAR EXAMINATION,
JANUARY 2021
CONSUMER BEHAVIOUR**

Duration: 2 Hours

Marks: 40

INSTRUCTIONS: 1) All questions are compulsory. However internal choice is available.

2) Figures to the right indicate full marks.

Q1. Answer **any 5** questions of the following. (5 × 2 = 10)

1. Explain the Cognitive Component of Tri-component model of attitude.
2. Discuss the two points of difference between Organisational Buying Behaviour and Consumer Buying Behaviour.
3. Write a short note on Consumer post purchase dissonance with an example.
4. What is Consumerism? State any two benefits of Consumerism.
5. Explain the different roles involved in Buying Process.
6. List out the elements involved in Learning.
7. State and explain the four P's of Marketing Mix.
8. Discuss the process of Consumer Motivation.

1. Briefly answer **any 6** questions of the following. (6 × 5 = 30)

1. What is Perceptual Risk? Explain the various types of Perceptual risks.
2. Briefly explain the process of Organisational Buying Behaviour.
3. Explain the Scope of Consumer Behaviour.
4. What are the duties of consumers as given by Consumer Protection Act of 1986?
5. Briefly explain the Family Life Cycle and its influence on Consumer Buying decisions.
6. Discuss the concept of Satisfaction and Dissatisfaction in Consumer post purchase behaviour.
7. Explain the role of Consumer Dispute Redressal Agencies in Consumer Protection.
8. What is Social Class? Explain the various characteristics of Social Class.