

Goa Vidyaprasark Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND
ECONOMICS, PONDA - GOA
B.COM. CBCS (SEMESTER- III) EXAMINATION OCTOBER 2019
CONSUMER BEHAVIOUR

Duration: 2 Hrs

Marks: 80

Instructions:-

- 1) All questions are compulsory. However internal choice is available.
- 2) Figures to the right indicate full marks.

Q.1 Answer **Any Four** from the following. (4x4)=16

- a) What is consumer Behaviour? Explain its Nature.
- b) Explain Process of Motivation with appropriate Diagram.
- c) Explain Social class concept with its characteristics.
- d) Differentiate between organisational buying behaviour and consumer buying behaviour.
- e) Write a short note on Loyalty marketing.
- f) Define learning and explain four elements of learning.

Q.2 Answer **Any Four** from the Following. (4x4)=16

- a) Differentiate between Customer and consumer.
- b) What is attitude? Explain tri component model of attitude.
- c) Explain types of perceptual risks.
- d) Briefly explain different roles in buying process.
- e) Write a short note on consumer post purchase dissonance.

Q.3 Answer **any one** from the following. (12)

- a) Explain why it is important to study consumer behaviour .
- OR**
- b) What is consumerism? Explain its benefits.

Q.4 Answer **any one** from the following. (12)

- a) What do you mean by need? Explain Maslow theory of hierarchy of needs with proper diagram.
- OR**
- b) Explain environmental factors which influence consumer behaviour.

Q.5 Answer **any one** from the following. (12)

- a) Explain the factors influencing consumer buying process.
- OR**
- b) Explain process of organizational buying behaviour.

Q.6 Answer **any one** from the following (12)

- a) Explain various rights of consumers in India
- OR**
- b) What is consumer protection act 1986? Discuss types of consumer dispute redressal agencies in India.