

**Goa Vidyaprasark Mandal's  
GOPAL GOVIND POY RAITURCAR COLLEGE OF  
COMMERCE AND ECONOMICS PONDA - GOA  
B.COM. CBCS (Semester- III) SUPPLEMENTARY EXAMINATION,  
AUGUST 2021  
CONSUMER BEHAVIOUR**

**Duration: 2 hrs.**

**Marks: 40 Marks**

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**Instructions:**

- Question Paper consists of two questions.
- Answer **any 5** from Q1.
- Answer **any 6** from Q2.

QI) Answer **ANY FIVE** from the following

(5x2Marks) = 10 Marks

1. Explain term Consumer behaviour
2. Explain any two determinants of personality
3. State steps in organizational buying behaviour.
4. State conditions leading to post purchase dissonance.
5. Difference between Consumer and Customer. (2 pts)
6. State stages of family life cycle.
7. Explain any two importance of consumer buying behaviour.
8. What is loyalty marketing?

QII) Answer **ANY SIX** from the following.

(6x5 Marks) = 30 Marks

- a) Explain any five benefits of Consumerism.
  - b) Explain motivation process with diagram.
  - c) Explain Economic factors influencing consumer behaviour.
  - d) Explain types of consumer protection councils.
  - e) What are our responsibilities as Consumers? Any five
  - f) Explain any five types of perceived risk.
  - g) Differentiate between Organizational and consumer buying behavior (Any 5 pt)
  - h) Explain any ways to improve post purchase satisfaction.
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