Goa Vidyaprasarak Mandal's
**GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE
AND ECONOMICS, PONDA-GOA
B.COM. CBCS (SEMESTER-III) SUPPLEMENTARY EXAMINATION,
DECEMBER 2020
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.

1. Answer **any 10** questions of the following. (10×2 = 20)
    1. Explain the concept of need and want with an example in Consumer Behaviour.
    2. State any four benefits of Consumerism.
    3. Briefly explain the concept of Consumer post purchase dissonance.
    4. State the steps involved in Consumer Buying Process.
    5. Discuss the four points of difference between Consumer and Customer.
    6. Write short note on Loyalty Marketing.
    7. Explain the importance of family influences in Consumer Behaviour.
    8. Briefly explain any two elements of Learning.
    9. Write short note on Consumer Protection Act of 1986.
    10. Explain the concept of Safety need in Consumer Motivation Process.
    11. List out any four responsibilities of Consumer.
    12. State any four characteristics of Social Class.
    13. Discuss the concept of Consumer Satisfaction and Consumer Dissatisfaction.
    14. Briefly explain the concept of Perceptual risk.
    15. Explain with an example how cross culture influences the Consumer buying behaviour.
    16. Discuss the process of Consumer Motivation.

2. Briefly answer **any 4** of the following. (4×5 = 20)
    1. Explain the points of difference between Organisational Buying Behaviour and Consumer Buying Behaviour.
    2. Explain the nature of Consumer Behaviour.
    3. Explain rights of consumers in India as given by Consumer Protection Act of 1986.
    4. Discuss diagrammatically the Maslow's Theory of Hierarchy of needs in Consumer Behaviour.
    5. Explain the role of Consumer Dispute Redressal Agencies in Consumer Protection.
    6. What is Attitude? Explain the tricomponent model of Attitude in Consumer Behaviour.

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