Goa Vidyaprasarak Mandal's GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS FARMAGUDI, PONDA- GOA B.COM. CBCS (SEMESTER- III) REGULAR EXAMINATION, NOVEMBER 2023 CONSUMER BEHAVIOUR

Duration: 2 hours

Instructions: (i) All Questions are compulsory, however internal choice is available.
(ii) Answer sub-questions in Q.1 and Q.2 in not more than 100 word each.
(iii) Answer Q. 3 to Q. 6 in not more than 400 words.
(iv) Figure to the right indicate maximum marks to the question

Q.1) Answer <u>ANY FOUR</u> of the following:

- a) Explain characteristics of Indian Consumer (Any Four)
- b) Explain the determinants of Personality of consumer. (Any Four)
- c) Write a short note on Consumerism.
- d) Explain the elements in Persuasive Marketing.
- e) Explain any four types of Perceived Risk.
- f) Explain how cross-cultural consumer analysis helps a multinational marketer.

Q.2) Answer <u>ANY FOUR</u> of the following:

- a) Explain Economic factors influencing consumer buying behaviour. (Any Four)
- b) Explain Psychological factors influencing consumer buying behaviour. (Any Four)
- c) Explain features of Organisational Buying Behaviour.
- d) Write the conditions leading to Consumer Dissonance.
- e) Explain the ways to reduce dissatisfaction among consumer.
- f) Write a short note on Loyalty Marketing.

Q.3) Answer <u>ANY ONE</u> of the following:

a) Explain the rights of consumers in India. (ANY 8)

OR

b) What is Brand Personality and explain five types of brand personality with its common traits.

P.T.O.

(4X4=16 Marks)

(1X12 = 12 Marks)

Marks: 80

(4X4=16 Marks)

- **Q.4)** Answer <u>ANY ONE</u> of the following:
- a) What do you mean by need? Explain Maslow's Theory of Hierarchy of needs with the help of a diagram.

OR

b) Explain why marketers are concerned with consumer attitude and the strategies used to change attitude of customers.

- Q.5) Answer <u>ANY ONE</u> of the following:
- a) Explain the process of organisational buying behaviour.

OR

b) Differentiate between consumer buying behaviour and organisational buying behaviour.

Q.6) Answer <u>ANY ONE</u> of the following:

(1X12 = 12 Marks)

a) Explain the types of consumer dispute redressal agencies in India.

OR

b) Explain how to improve Post purchase satisfaction in detail.

(1X12 = 12 Marks)

(1X12 = 12 Marks)