

**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**

**Marks: 80**

**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 ANY FOUR of the following: (4X4=16 Marks)**

- 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 ANY FOUR of the following: (4X4=16 Marks)**

- 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 ANY ONE of the following:**

- a) Explain the rights of consumers in India. (**ANY 8**) (1X12 =12 Marks)

**OR**

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

**P.T.O.**

