

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

SECOND SEMESTER – APRIL 2010

CO 2812 / 2808 - CONSUMER BEHAVIOUR

Date & Time: 19/04/2010 / 1:00 - 4:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer ALL questions in about 3 lines each.

(10 x 2 = 20 Marks)

1. What are innate needs?
2. What are acquired needs?
3. Explain the concept of Defense Mechanism.
4. What is Sensation?
5. What are Cues?
6. Briefly explain an Attitude.
7. State any 3 points on the impact of humor in advertising.
8. What is a normative reference group?
9. What is Culture?
10. Briefly explain the concept of “Symbol” in the context of consumers’ culture.

SECTION – B

Answer any 5 in about 2 pages each.

(5 x 8 = 40 Marks)

11. What is the process involved in the arousal of motives? (the different types of arousals).
12. Explain the 3 central properties of personalities. Highlight their significance for marketing.
13. What are the manifestations of Perceptual distortion?
14. What are the components of the communication process?
15. Explain the factors that affect reference group influence on consumers’ behavior.
16. Write short notes on (a) Celebrities (b) The Common Man (c) The employee spokesperson (d) Trade or spokes character.
17. “The credibility factor is very important in the message” – Explain.
18. How do Consumers handle risk?

SECTION – C

Answer any 2 in about 4 pages each.

(2 x 20 = 40 Marks)

19. Write a note on Self and Self Image highlighting their implications for marketing.
20. Explain any 5 strategic marketing applications of Classical Conditioning.
21. What are the message structures and presentation methods available to influence consumers’ behavior?
