



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.Com. DEGREE EXAMINATION – COMMERCE**

**THIRD SEMESTER – APRIL 2016**

**CO 3812 - CONSUMER BEHAVIOUR**

Date: 30-04-2016  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**Part-A**

**(10 x 2 = 20 marks)**

Answer **ALL** questions. Explain, or define each term/statement/question in about 50 words.

1. Informal Communication.
2. Undesirable Behaviours.
3. Psychological Barriers.
4. Socialisation of Children.
5. Craving.
6. Celebrities.
7. Parents Lifestyle.
8. Standards in Culture.
9. Social Class.
10. Risk taking by Consumers.

**Part-B**

**(4 x 10 = 40 marks)**

Answer any **FOUR** questions in about 2 pages each.

11. What are the compulsions of a consumer before taking action? Can there be motivations without 'needs'?
12. Explain how the consumer behaviour discipline benefits from its multiple disciplinary origins.
13. Explain how Learning takes place during the consumption process?
14. Describe the Tri-Component Attitude Model.
15. Explain the importance of Buzz and Negative rumours, using examples.
16. Are Global consumer segments influencing the average Indian Consumer today. Show instances and comment on its implications.
17. What is the impact of Indian values in the Consumption markets in India. Comment using sufficient examples.

**Part-C**

**(2 x 20 = 40 marks)**

Answer any **TWO** questions in about 4 pages each.

18. "Use of symbolisations and attitudes to influence consumers and markets, are known techniques used by advertisers and communications." Do you agree or disagree with this claim? Why or Why not?
19. Describe the role of the family in the socialisation process of any member in the family. Explain the role of TV and other popular medias, apart from beliefs, values, and customs in this process.
20. Describe the 'Innovation', 'Diffusion', and the adoption processes, observed for: a) traditional food products; and b) movie and music e-stores.
21. What is consumer orientation? Use the Tri-Component model of consumer orientation for any ONE of the following services: a) Garments Industry; b) Hospitals and Health Industry; c) Agriculture and Agro based Industry.