



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

**M.Com. DEGREE EXAMINATION - COMMERCE**

**THIRD SEMESTER – NOVEMBER 2013**

**CO 3812 - CONSUMER BEHAVIOUR**

Date : 12/11/2013  
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

**Part-A**

**Answer ALL questions. Explain/ Define each statement /term in about 50 words (10x 2 = 20 marks)**

1. Marketing mix
2. Consumer behavior and sociology.
3. Who initiates a purchase?
4. Social class categories.
5. Values.
6. Segmenting ethnic communities in Tamilnadu.
7. World brands.
8. Cultural learning.
9. Informal communication sources.
10. Risk taking by consumers.

**Part-B**

**Answer any FOUR questions in about three pages each:**

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

11. Describe any one model of Consumer Behavior.
12. Is managing individual differences the key to understanding consumer's behavior? Explain illustratively.
13. Are there any circumstances where information from advertisements is likely to be more influential than word of mouth?
14. Differentiate a 'fad' from a 'fashion'. Explain the effects of psychological barriers on the communication process.
15. What is Consumer Orientation? Apply the tri-component model of consumer orientation to any one of the following services: a) Transportation; b) Medical Profession; c) Religious practice.
16. How would you use research evidence on affluent households to segment the market for a) home-exercise equipments, b) vacations and c) banking services.
17. What are the buying motives of the 'over-50 year' consumer category in India? Do marketers create special strategies to influence their attitudes? Explain illustratively.

### Part-C

Answer any TWO questions in about five pages each.

(2 x 20 = 40 marks)

18. As a Marketing consultant, you are retained by a Tourism company, to design a study investigating how families make vacation decisions. Who within the family would you interview? What kind of questions would you ask? How would you assess the relative power of each family member in making vacation related decisions?
19. Describe personality trait theory. Give three examples of how personality traits can be used in consumer research. Differentiate trait from Freudian theory.
20. You are the owner of 2 Furniture brands in Chennai, one catering to the upper middle class consumers and the other to the lower class consumers. How do social class differences influence each store's Product line and styles; advertising media selection, the copy and communication style used etc...
21. What are the origins of motives? Explain the slow but steady formation of attitudes of a child throughout his/her life. Describe the challenges that marketers face to 'break' or change these attitudes. Can change initiatives go beyond 'force' and 'fear.' Explain with examples.

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