



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

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

**THIRD SEMESTER – NOVEMBER 2014**

**CO 3812 - CONSUMER BEHAVIOUR**

Date : 07/11/2014

Dept. No.

Max. : 100 Marks

Time : 09:00-12:00

**Part-A**

**Answer ALL questions.Explain/ Comment in about 50 words, each:**

**(10x2=20)**

1. Role of Sociology in Consumer Behaviour.
2. Is setting the Unique selling Proposition the best way to influence consumers?
3. Dynamic nature of Motivation.
4. Can Needs be satisfied at all?
5. Self Image.
6. Definition of Personality.
7. Retail Store Image.
8. Social Media Behaviour.
9. Indian Symbolism.
10. Role of Family and Consumption.

**Part-B**

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

**4x10=40**

11. Which stage of the Marketing Concept, is India in, today? Product Concept?
12. What are the various defence mechanisms that people (consumers) use to manage their frustrations?
13. Describe some elements of Brand Personality.
14. Is consumer innovativeness an expression of personality traits like dogmatism, need for uniqueness, social character etc? Can being innovative lead to social problems? Illustrate.
15. Define Perception and its key elements.
16. What is the role of social media and e-commerce in the evolving Indian consumer's life nowadays?
17. Is targeting vulnerable populations like patients, children, disadvantaged and those who are poor in spirits, emotions and physique, a grave error by marketers? How do we put pressure on marketers and persuade them to curtail or eliminate undesirable marketing practices?

### Part-C

**Answer any TWO questions in about four pages each:**

**2x20=40**

18. Discuss the wider relationship among customer expectations and satisfaction perceived value, and customer retention. Why is customer retention essential?
19. Describe Neo-Freudian Personality Theory and Trait Theory/ What are the origins of compulsive consumption behaviour? Can behaviours also be fixated?
20. Describe any Model of Consumer Behaviour. Comment on the decision making process of a consumer for any ONE of the following product purchase choice: a) a sports Car; b) musical instrument; c) vegetarian restaurant
21. Is E-Commerce a good strategic market space to experiment on? Critically evaluate, and highlight the pros and cons on its impact on the average consumer. Make your own predictions for the future, using illustrations.

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