LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

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

THIRD SEMESTER – NOVEMBER 2016

CO 3812 - CONSUMER BEHAVIOUR

Date: 07-11-2016   Dept. No.   Max. : 100 Marks
Time: 09:00-12:00

Part-A   **(10x2 = 20 marks)**

Answer ALL questions. Explain, define each statement/question in 50 words maximum.

Product positioning.

Norms and Values .

Customer Dis-Satisfaction.

Brand Loyalty.

Lifestyle segmentation

Core needs.

Pavlov Theory.

Misuse of Celebrity endorsement.

Measuring social class.

Influence and Persuasion.

Part-B   **(4 x 10 = 40 marks)**

Answer any FOUR questions in about a page each.

Describe the Personality trait theory. Explain any two examples of how personality traits can be used in consumer research.

Explain the characteristics of the 'need status', of the Indian Consumer. What potential does this analysis offer for the indian market.

How can marketers use consumers' failures to achieve goals in developing promotional appeals for specific products and services? Give examples.

Your lifestyle differ significantly from your parents' lifestyle! If you agree, why do the two lifestyles differ? What factors cause these differences?

How can the principles of (a) classical conditioning theory and b) instrumental conditioning theory be applied to the development of marketing strategies?

How does the family influence the socialization of children? What role does television and social media play in consumer socialization?

Describe diffusion of innovations using examples.

Part-C   **(2x20 = 40 marks)**

Answer any TWO questions in about four pages each.

Describe the type of promotional messages and testimonials, that would be most suitable for each of the following personality market segments and give an example of each: (a) highly dogmatic consumers, (b) inner-directed consumers, (c) consumers with high optimum stimulation levels, (d) consumers with a high need for cognition, and (e) consumers who are visualizers versus consumers who are verbalizers.

What is the role of innovations in the life of modern consumers? How disruptive are these innovations and how have they been adopted. Give examples.

Distinguish among beliefs, values, and customs in India. Illustrate how the clothing a person wears at different times or for different occasions is influenced by customs.

Why are the disciplines 'Psychology', 'Sociology' and 'Anthropology' important to Consumer Behaviour?

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