

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2018

16/17PCO3MC04 – CONSUMER BEHAVIOUR

Date: 30-10-2018

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

Section A

Answer all the questions:

(10 X 2 = 20)

1. What is consumer satisfaction?
2. State the significance of product repositioning.
3. List out emotions affecting the consumer purchasing behaviour.
4. Mention the roles played by reference prices.
5. Differentiate Enculturation from acculturation.
6. What is consumer research?
7. What are the distinctive characteristics of cross - cultural analysis?
8. List out the need of opinion receivers.
9. Mention the loyalty patterns identified in purchasing behaviour
10. What is brand switching?

Section B

Answer any four questions:

(4 X 10 = 40)

11. What are the different kinds of family consumption roles that influence the consumer decision making process?
12. Explain the stages involved in consumer decision making process.
13. Explicate the types of risk that consumers perceive when making product decision.
14. Elucidate the types of pricing strategies proposed by service industries for intangible products.
15. Explain how the specific personality traits effect the consumer behaviour.
16. Explain the origin of consumer behavior.
17. Elucidate the importance of consumer orientation.

Section C

Answer any two questions:

(2 X 20 = 40)

18. Explain the consumer behavioural model suggested by Kotler.
19. Explain the attitude models with respect to consumer behavior.
20. Describe the stages in adoption process
21. How should marketers promote the products and services to working women? What appeals should they use? Explain in detail.

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