



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com.DEGREE EXAMINATION – COMMERCE

THIRDSEMESTER – APRIL 2018

16PCO3MC04- CONSUMER BEHAVIOUR

Date: 04-05-2018
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 in about 50 words.

1. Promotional Appeals
2. Developing Relationships.
3. Customer satisfaction.
4. Classical Conditioning.
5. Indian Brands.
6. Self Concept.
7. Reinforcement.
8. Consumer Beliefs.
9. Celebrities.
10. Standards in Culture.

Part-B (4 x 10 = 40 marks). Answer any **FOUR** questions in about a page each.

11. What are the compulsions of a consumer before making a purchase? Can there be motivations without 'needs'?
12. How are attitudes formed? Explain the formation of attitudes of a grocery store visitor in your neighborhood.
13. What are the known reactions to frustrating experiences for consumers? How do marketers create systems to prevent such occurrences among consumers?
14. Explain how Learning takes place during the consumption process?
15. Comment on the popularity of using social media marketing in modern business. What are the challenges?
16. Explain how Message effectiveness is to be gauged by the results achieved. Use examples to illustrate your answer.
17. Are Global consumer segments influencing the average Indian Consumer today? Show instances and comment on its implications.

Part-C (2 x 20 = 40 marks). Answer any **TWO** questions in about four pages each.

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. You are the owner of TWO Furniture brands in Chennai, one catering to the lower middle class consumers and the other to the middle 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...

20. Describe and differentiate the EKB from the HOWARD model of Consumer Behaviour? Do they need modifications to better represent Consumption Processes in modern India?

21. What is consumer orientation? Use the Tri-Component Model of consumer orientation for any ONE of the following services: a) Higher Secondary Schools; b) Religious Practice; c) External Affairs Ministry (GOI).

\$\$\$\$\$\$\$\$