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(FOR THE CANDIDATES ADMITTED

SUB CODE

DURING THE ACADEMIC YEAR 2021 - 24 ONLY)

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : MAY 2024

B.Com B&I

MAXIMUM MARKS: 70

SEMESTER: VI

TIME : 3 HOURS

PART – III

CONSUMER BEHAVIOUR

SECTION - A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.(K1)

1. Any individual who purchases goods and services from the market for his/her end-use is called a _____
a. Customer b. Purchaser c. Consumer d. All these
2. _____ are based on such things as geographic areas, religions, nationalities, ethnic groups, and age.
a. Multilingual needs b. Cultures c. Subcultures d. Product adaptation requirements.
3. The basic premise of the _____ is that people's possessions contribute to and reflect their identities; that is, "we are what we have."
a. Lifestyle concept b. Self-concept . c. Personality concept d. Cognitive concept
4. . All of the following are part of the adoption process that consumers may go through when considering an innovation EXCEPT: _____
a. Awareness. b. Process. c. Interest. d. Trial.
5. The stage of the business buying process where the buyer describes the characteristics and quantity of the needed item is called _____
a. Problem recognition. b. General need description. .
c. Product specification. d. Proposal solicitation.

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES

(K2)

6. Define diversity of consumer behaviour
7. Define the term Attitudes.
8. Define post purchase behavior.
9. What are the problems in need of recognition?
10. Write any two social responsibilities of marketing.

(CONTD 2)

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SECTION – B

(5 X 4 = 20 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)

11. a) Explain behaviour segmentation.

(OR)

b) Explain the applications of consumer research

12. a) Explain the characteristics of learning

(OR)

b) Explain the nature and characteristics of personality.

13. a) Analyze the evaluation of alternatives in consumer behaviour.

(OR)

b) Explain post purchase behaviour.

14. a) Explain the factors influencing perception.

(OR)

b) Explain the model of consumer behaviour based on stimulus - response

15. a) How does the environment impact the marketing decisions?

(OR)

b) Explain the types of reference groups relevant to consumer behaviour.

SECTION - C

(4 X 10 = 40 MARKS)

ANSWER ANY FOUR OUT OF SIX QUESTIONS

(16th QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS

(FROM Qn. No : 17 to 21)

(K4/ K5)

16. Consumer perception is the base for their decision making justify the statement?

17. Explain the term 'Marketing Significance'.

18. Discuss the different types of Buying Situations.

19. What are the various sources for collecting the Information in order to understand 'Consumer Behaviour'? Explain.

20. How culture, sub – culture and cross- culture are affect the consumer behavior.

21. Explain the model of high and low involvement of the consumer in the purchasing process.