



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2015

CO 3812 - CONSUMER BEHAVIOUR

Date : 11/11/2015
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/statement/question in about 50 words.

1. World Brand Status.
2. Developing Relationships.
3. Cultural Influences.
4. Promotional Appeals.
5. Benefit Segmentation.
6. Classical Conditioning.
7. Symbolism.
8. Core Values.
9. Personality Traits of Innovator.
10. Culture and Language.

Part-B

(4 x 10 = 40 marks)

Answer any **FOUR** questions in about 2 pages each.

11. What are the Attitudinal and Behavioural measures of Brand Loyalty?
12. What are the known reactions to frustrating experiences for consumers? How do marketers create systems to prevent such occurrences among consumers?
13. Explain the impact of Personality in consumer purchases.
14. Differentiate a Consumer Innovator from a Non-innovator. Comment on the social profiles while you differentiate, keeping a product example in mind.
15. Explain how Message effectiveness is to be gauged by the results achieved. Use examples to illustrate your answer.
16. Who influences the consuming public in a powerful way in India? State appropriate examples to illustrate.
17. Are Indian Values influencing the global business community? If so, how, and in what manner? Comment on its implications.

Part-C

(2 x 20 = 40 marks)

Answer any **TWO** questions in about 4 pages each.

18. "Parental lifestyles are known to have an impact on the lifestyles of children." Explain the factors that may cause possible transference of lifestyle patterns.
19. Describe any model of Consumer Behaviour? Do you suggest any changes in conventional models to suit the uniqueness of Indian consumption processes?
20. Describe the buying motives of the 15-21 year olds in India. Do marketers create special strategies to influence their attitudes? Explain with examples.
21. What is consumer orientation? Use the Tri-Component Model of consumer orientation for any ONE of the following services: a) Higher Education institutions; b) Religious Practice; c) Home Ministry (GOI).
