

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2019

18PCO3MC04 – CONSUMER BEHAVIOUR

Date: 04-11-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART – A

Answer ALL the questions:

(10 x 2 = 20)

1. What is consumer learning?
2. Mention the effect of absolute threshold on consumer.
3. Write the significance of SERVQUAL scale in the consumer behaviour.
4. Write the significance of consumer segmentation.
5. State the importance of opinion leadership in consumer decision making.
6. Mention the characteristics of attitude.
7. What is consumer behaviour?
8. Mention the effect of moods in consumer purchasing decision.
9. What is brand switching?
10. What is consumer research?

PART – B

Answer any FOUR questions:

(4 x 10 = 40)

11. Explain the behavioural and cognitive theories of consumer learning.
12. Explain the effective strategy to change consumer attitude.
13. Explicate the tactics used by children to influence their parents in purchasing decision.
14. Explicate the levels of consumer decision making.
15. Explain the application of consumer behaviour in marketing.
16. Elucidate the major problems to be considered in cross cultural analysis.
17. Elucidate the different buying roles assumed by consumer.

PART – C

Answer any TWO questions:

(2 x 20 = 40)

18. Elucidate the consumer decision making model.
19. Discuss the roles of extrinsic and intrinsic cues in the perceived quality of
(a) Restaurants (b) Sony TV (c) Graduate education (d) Soft drinks.
20. Explain the categories of subcultures to be learned by the marketers in formulation of effective marketing strategies.
21. Explain the stages a consumer encounters in arriving at a decision to purchase or reject a new product.

~~~~~