

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



M.Com. DEGREE EXAMINATION – COMMERCE

THIRD SEMESTER – NOVEMBER 2022

PCO 3504 – CONSUMER BEHAVIOUR

Date: 28-11-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

(10x 2 = 20 Marks)

Q. No

Answer ALL questions

- 1 What is consumer attitude?
- 2 State any two impacts of emotions in consumer buying behaviour.
- 3 List out the significance of fear appeal in advertising.
- 4 What is reinforcement?
- 5 Mention any two barriers recognized by the company in consumer communication process.
- 6 Write the meaning of differential threshold.
- 7 List out the significance of reference price to the consumers.
- 8 Define consumer orientation.
- 9 Mention any two defensive mechanisms used by the consumer in their buying process.
- 10 Indicate any two reasons for knowing the buying motive of consumers.

PART – B

(4 x 10 = 40 Marks)

Answer any FOUR questions

- 11 Explain the features of consumer behaviour.
- 12 Write in detail the stages involved in consumer perception process.
- 13 Bring out the types of risks perceived by consumers.
- 14 Explicate the level of involvement shown by consumers in purchase decision-making with a suitable example.
- 15 Write the importance of consumer behaviour.
- 16 Elucidate the reasons for the effectiveness of the suggestions provided by opinion leaders.
- 17 Describe the consumer-related reference group.

PART – C

(2 x 20 = 40 Marks)

Answer any TWO questions

- 18 Elucidate the types of buying motives with suitable examples.
- 19 Explain the theories of personality.
- 20 Describe children's influence on the family's purchase decision-making.
- 21 Explain the stages involved in the adoption process in consumer behaviour.

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