

D 11587

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Name.....

Reg. No.....

**THIRD SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2021**

(CBCSS)

M.Com.

MCM 3E(M)02—CONSUMER BEHAVIOUR

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

1. *In cases where choices are provided, students can attend **all** questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *The instruction if any, to attend a minimum number of questions from each sub-section / sub-part / sub-division may be ignored.*
4. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

Part A

*Answer any **four** questions.
Each question carries 2 weightage.*

1. Write a short note on Consumer Behaviour.
2. What is the influence of attitude in Consumer Behaviour ?
3. What is product positioning ?
4. Write a note on consumer research.
5. Write a short note on brand personality.
6. What do you mean by subliminal perception ?
7. What is SERVPERF ?

(4 × 2 = 8 weightage)

Turn over

Part B

*Answer any **four** questions.
Each question carries 3 weightage.*

8. Write about the interdisciplinary nature of Consumer Behaviour.
9. Write a note on Jungian theory of personality.
10. Examine the criteria considered for selecting market segmentation.
11. What do you know about consumer attitude ? Examine the attitude models.
12. Explain any five methods of service quality measuring techniques.
13. What do you know about CRM ? Examine various steps in building CRM.
14. Explain the Online purchase decision process.

(4 × 3 = 12 weightage)

Part C

*Answer any **two** questions.
Each question carries 5 weightage.*

15. What do you mean by Consumer Behaviour model ? Explain about Howard Sheth Model.
16. What are the marketing, personal and psychological factors influencing the behavioural pattern of consumers ?
17. Examine the nature and features of Consumer Behaviour.
18. What do you mean by Market Segmentation ? Examine the important forms for market segmentation.

(2 × 5 = 10 weightage)