

- (iii) Decision processes are consumer specific and not the product specific.
- (iv) Use of subliminal perception in both print and TV ads is controversial.
- (v) Changing beliefs about products will result in more favourable product attitudes and influence what consumers buy. (5×4)

(200)

[This question paper contains 4 printed pages.]

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Your Roll No.

M.COM. : SEMESTER – IV (OC)**F**

Paper No. – 7132

Consumer Behaviour

Time : 3 Hours

Maximum Marks : 100

(Write your Roll No. on the top immediately
on receipt of this question paper.)

Attempt all parts of the question together.

Be precise in your answers

1. Attempt any two of the following :

- (a) "Consumers may act rationally to maximize their benefits and satisfaction, or are just as likely to purchase impulsively—by mood situation and emotions." Assess the statement in the context of the four views – an economic view, a passive view, a cognitive view and an emotional view – influencing consumer decision-making process.

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(b) Explain the following traits and their role in understanding consumer behaviour :

(i) Dogmatism

(ii) Innovativeness

(iii) Materialism

(c) What is culture ? How does culture affect consumer behaviour ? (10,10)

2. Give comment on any **four** of the following statements

(i) Family rather than the individuals should be the unit of analysis in consumer behaviour studies.

(ii) Stimulus perception depends upon consumer's ability to perceive.

(iii) Personality reflects individual differences. Though it is consistent and enduring, yet it can be changed

(iv) Analysis of consumer behaviour as 'model' puts its complexities in a simple, structured, conscious, mechanical and linear way.

(v) Stimulus perception depends upon consumer's ability to perceive. (5×4)

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3. Write short notes on any **two** of the following :

(i) Country of origin effect

(ii) Attitude toward the Ad model

(iii) Family purchasing decisions (10+10)

4. What are the characteristics of psycho-analytical and socio-psychological personality theories ? How is each theory is applied to the understanding of consumer behaviour ?

OR

What are various marketing myths that impinge upon the understanding and analysis of consumer behaviour ? Explain in the light of four common pitfalls in the study of consumer behaviour. (20)

5. Explain with reason any **four** of the following statements :

(i) Marketers often use nationalistic themes in their promotional programmes.

(ii) Marketer's understanding of learning behaviour helps in brand extension.

P.T.O.