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(ii) Consumer socialization

(iii) Materialism as a personality trait

(iv) Domain specific innovativeness (20)

(400)

[This question paper contains 4 printed pages.]

7746

Your Roll No.

M.Com (Part II) Semester IV (OC) E

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.

All questions carry equal marks.

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. How would you 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? (10)

(b) What is consumer behaviour? Explain the factors effecting growth of consumer behaviour as a field of study. Is it really necessary to understand consumer behaviour if the economic systems are not one of free enterprises? (10)

P.T.O.

- (c) Decision processes are more consumer specific and less product specific. Explain with reference to stages of decision making process. (10)

2. Comment on any **three** of the following statements.

- (i) Family is a better unit of analysis than the individual.
- (ii) Consumer learning through Instrumental Conditioning is better than Classical Conditioning.
- (iii) Though attitude is enduring and consistent, it can be changed.
- (iv) Stimulus perception depends upon consumer's ability to perceive. (20)

3. Explain any **two** of the following.

- (i) Manifestations of culture in abstract and physical form
- (ii) TRA model of attitude formation
- (iii) Freudian and neo-Freudian theories of personality and their role in understanding consumer behaviour. (10,10)

4. (a) People do not experience the numerous stimuli they select from the environment as separate and discrete sensations, rather they tend to organize them into groups and perceive them as unified whole.

Explain, with suitable examples, in the light of basic principles of perceptual organization – figure-ground, grouping and closure. (10)

- (b) What is learning? How does learning differ in low and high involving purchase situations? Explain with the help of an example. (10)

OR

- (c) Explain life style concept and its role in understanding consumer behaviour? Suggest marketing implications of studying consumers' life style. (10)

- (d) What is the relevance of studying consumer behaviour models? Explain key features of EKB model. (10)

5. Write short notes on any **three** of the following.

- (i) Etic and emic approach

P.T.O.