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Your Roll No.

4106

M.Com. Semester-IV (NC)

G

Paper MJ-413

(Consumer Behaviour)

Time : 3 Hours

Maximum Marks : 100

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

All questions carry equal marks.

1. Give reason for any *four* of the following : 5,5,5,5
- (a) Decisions processes are consumer specific and not the product specific.
 - (b) Power structure suggests the way reference group influences consumer choices.
 - (c) Consumption decisions are based on cognitive learning.
 - (d) Purchase is a learned behaviour.
 - (e) Understanding consumer behaviour allows for movement towards one-to-one marketing.
 - (f) Understanding learning behaviour of consumers helps the marketer in brand extension.

P.T.O.

2. Attempt any *two* of the following : 10,10
- (a) State the importance of understanding consumer behaviour ?
 - (b) Why family rather than individuals should be the unit of analysis in consumer behaviour studies ? Do Children have the influence on buying decisions ? Explain.
 - (c) Explain instrumental conditioning as a basis of learning. Suggest some applications of instrumental conditioning as a part of marketing strategies.
3. Attempt any *two* of the following : 10,10
- (a) Explain the factors contributing to the rise in cross-cultural studies. What could be the issues affecting the cross cultural research.
 - (b) How can a study of consumer behaviour benefit from using models ? Explain major contributions of Howard and Sheth Model.
 - (c) Write a note on decision-making as a passive man.
4. Attempt any *two* of the following : 10,10
- (a) In the context of technological advancements impacting consumer decision-making, explain the changing profiles of Indian consumer for their decision to buy second hand used car.

- (b) Explain personality as a factor influencing consumer behaviour. Describe Freudian and Neo-Freudian theory to explain the effect of personality on decision-making.
 - (c) What is Consumer Socialization ? Explain the role of family as a socialization agent.
5. Attempt any *two* of the following : 10,10
- (a) Explain various methods of qualitative research used in consumer research process by marketers.
 - (b) Explain the factors influencing stimulus perception. In what ways does a marketer ensure sensory adaptation ?
 - (c) Write short notes on the following :
 - (i) Ethnocentrism and consumer purchase intention.
 - (ii) Materialism as a personality trait.