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Roll No.

BCH-604(M3)

B. COM. (H) (SIXTH SEMESTER)

MID SEMESTER

EXAMINATION, April, 2023

CONSUMER BEHAVIOUR

Time : 1½ Hours

Maximum Marks : 50

Note : (i) Answer all the questions by choosing any *one* of the sub-questions.

(ii) Each sub-question carries 10 marks.

1. (a) Define Consumer Behaviour. Demonstrate nature and scope of consumer behaviour.

(CO1)

OR

- (b) Define Culture. What is the role of Culture in influencing consumer behaviour ? Justify your answer with suitable examples.

(CO1)

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2. (a) Evaluate your last purchase of candy bar in term of Engel-Kollat-Blackwell model of consumer behaviour. (CO1)

OR

- (b) Drawing examples on purchase of an electric fan. Demonstrate Nicosia's model of consumer buying. (CO1)
3. (a) You felt the need of colour for the colour TV at your house. Create detailed process how you buy the TV. (CO1)

OR

- (b) Explain Attitude. What are the various components and functions of Attitude ? (CO2)
4. (a) Demonstrate some major theories of personality and its impact upon buyer behaviour. Support your answer with suitable examples for your day to day buying process. (CO2)

(3)

OR

- (b) Describe the Tri-Component Model of attitude formation. How does the multi attribute model differ from it ? Give some examples. (CO2)
5. (a) Analyze your most recent purchase of snack food. How was it influenced by perceptual processes ? How your-self image and perceived images of product categories of brands and retail store helped you to decide ? (CO2)

OR

- (b) Distinguish between id, ego, and super ego in Freudian Personality Theory. Suggest the basic influences each might exert on purchase decision. (CO2)