

H

Roll No.

BCH-503(M1)

**B. COM. (H) (FIFTH SEMESTER)
END SEMESTER EXAMINATION, 2021-22**

CONSUMER BEHAVIOUR

Time : Three Hours

Maximum Marks : 100

Note : (i) All questions are compulsory.

**(ii) Answer any *two* sub-questions among
(a), (b) and (c) in each main question.**

**(iii) Total marks in each main question are
twenty.**

(iv) Each question carries 10 marks.

**1. (a) What is consumer behaviour ? Discuss the
scope and its role. (CO/COs 1 : To
understand nature and scope of consumer
behaviour, its application to strategic
marketing. Also to understand views of
consumer decision-making.)**

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(b) Explain the importance of consumer behaviour for marketers in decision-making process. (CO/COs 1 : To understand nature and scope of consumer behavior, its application to strategic marketing. Also to understand views of consumer decision-making.)

(c) Describe *four* views of consumer decision-making with relevant example. (CO/COs 1 : To understand nature and scope of consumer behavior, its application to strategic marketing. Also to understand views of consumer decision-making.)

2. (a) Explain in detail Howard-Sheth model with its various variables. (CO/COs 2 : To explain the determinants of consumer behavior and analyzing models of consumer decision-making.)
- (b) Elucidate various factors influencing consumer decision-making process. (CO/COs 2 : To explain the determinants of consumer behavior and analyzing models of consumer decision-making.)

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(c) Discuss EBM model of consumer behavior with various variables. (CO/COs 2 : To explain the determinants of consumer behavior and analyzing models of consumer decision-making.)

3. (a) What is meant by personality? Explain the theories of personality in the context of consumer behaviour. (CO/COs 3 : To understand the various determinants of behavior in relevance to marketing strategies.)

- (b) What do you mean by consumer learning? Explain the application of instrumental learning theory in marketing. (CO/COs 3 : To understand the various determinants of behavior in relevance to marketing strategies.)
- (c) Explain consumer motivation and describe its role in marketing strategy. (CO/COs 3 : To understand the various determinants of behavior in relevance to marketing strategies.)

P. T. O.

4. (a) What is the role of social class in marketing ? How is it measured ? (CO/COs 4 : To analyze the influence of different groups of individuals.)

(b) Explain the difference between culture and sub-culture. What is the role of culture in consumer behaviour ? (CO/COs 4 : To analyze the influence of different groups of individuals.)

(c) What do you mean by opinion leaders ? How do opinion leaders influence public opinion ? (CO/COs 4 : To analyze the influence of different groups of individuals.)

5. (a) What do you mean by Consumer Research ? Elucidate its various objectives. Also discuss the methodology of consumer research. (CO/COs 5 : To understand the importance of consumer research with the implication of different methods also to know how new products are innovated and adopted in the market.)

(b) Elucidate various factors affecting adoption of new products and explain different degrees of innovation.

(CO/COs 5 : To understand the importance of consumer research with the implication of different methods also to know how new products are innovated and adopted in the market.)

(c) Elucidate with example a strong profile of the consumer innovator and discuss its adoption process. (CO/COs 5 : To understand the importance of consumer research with the implication of different methods also to know how new products are innovated and adopted in the market.)