

(4) • BCH-604(M3)

5. (a) How would you differentiate between organizational buying and consumer buying. Suppose you are working in capacity of assistant admin officer in XYZ organization, create and design a purchase order for purchasing stationary for personal use and organization use in which you are employed. (CO5)
- (b) Define Organizational buying behaviours Evaluate Business buying process mechanism and characteristics of Organizational buying. (CO5)
- (c) Evaluate Sheth model of industrial buying ? Discuss importance of Sheth model of industrial buying in India. (CO5)

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## **BCH-604(M3)**

**B. COM. (HONS.) (SIXTH SEMESTER)**  
**END SEMESTER**

**EXAMINATION, June, 2023**

**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 sub-question carries 10 marks.

1. (a) What is the relevance of studying the concept of "Consumer Behaviour" in the present times ? Keeping this statement in view highlight the nature and scope of Consumer Behaviour. (CO1)

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- (b) Give a brief description of Engel Kollat Blackwell model of consumer decision making process. (CO1)
  - (c) Elaborate different environmental factors influencing consumer decision making process. Justify how fortunes of people associated with agribusiness are greatly influenced by the decisions of ruling party. (CO1)
2. (a) What do you understand by term by term 'Personality' ? Explain the various determinants of 'Individual Personality'. (CO2)
- (b) Are "Consumer Attitude" and "Consumer Perception" the same thing ? Give logical / reasoned answer. (CO2)
  - (c) A college student has just purchased a new personal computer. What factors might cause the student to experience post-purchase dissonance ? How might the student try to overcome it ? How can a the retailer who sold the computer help reduce the student's dissonance. (CO2)

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3. (a) Recall the term VALS. Outline segmentation variables of VALS 2 groups. Justify your answer with suitable examples. (CO3)
- (b) You felt the need of the colour TV at your house. Create detailed process how you buy the TV. (CO3)
  - (c) Socialization is helpful to individual in determining his/her consumption criteria. Elaborate and illustrate. (CO3)
4. (a) "Knowledge of social structure is important to consider while studying diffusion you agree with this statement ? Support your answer with suitable examples. (CO4)
- (b) What do you understand by diffusion and adoption process ? Explain the steps involved in adoption process with examples. (CO4)
  - (c) Evaluate the attributes of an innovation. How can you make use of attributes of an innovation in dissemination of new technologies ? Support your answer with suitable examples. (CO4)

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