



POORNIMA UNIVERSITY, JAIPUR.
MID SEMESTER EXAMINATION 2020-21 (ODD Semester)

School : School of Management & Commerce
Course : III Year V SEM – B.Com
Subject Name : Consumer Behaviour
Subject Code : BCO05106_BCH05106

Max. Time: 1.5 hrs.

Max. Marks: 12

NOTE:- Attempt four questions. There is internal choice in Q. 1 & 2, Q. 3 & 4, Q. 5 & 6 & Q. 7 & 8.

Sec-A (CO 3) (Max. Marks-6)

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|------------|------------|---|------------------------|
| Q.1 | (a) | How does the motivation of a consumer affect the information search in purchase decision process of a customer? | Marks
(1.5) |
| | (b) | Explain Maslow theory of motivation in context of customer purchase behaviour. | (1.5) |

OR

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| Q.2 | (a) | Do you think classical conditioning theory has any practical implications? | (1.5) |
| | (b) | The operant conditioning theory has a huge implication in modern day online and offline retailing. Explain with example. | (1.5) |
| Q.3 | (a) | Explain Theory of Reasoned Action in connection to consumer attitude formation. Explain with an example. | (1.5) |
| | (b) | What is the meaning of word attitude? What are the three stages of attitude formation? | (1.5) |

OR

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| Q.4 | (a) | Explain the concept of Just Noticeable Difference in perception and its use in marketing communication. | (1.5) |
| | (b) | What is subliminal perception? Is it used in marketing? | (1.5) |

Sec-B (CO 4) (Max. Marks-6)

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| Q.5 | (a) | What is family of orientation and family of procreation? | (1.5) |
| | (b) | Explain the negative impact of reference group on an individual's purchase behaviour. | (1.5) |

OR

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| Q.6 | (a) | In case of purchase decision model what are the inputs? Explain. | (1.5) |
| | (b) | What are the outputs in the process of purchase decision making? | (1.5) |
| Q.7 | (a) | Why is post purchase behaviour a matter of study? | (1.5) |
| | (b) | Is the involvement being high or low really a matter of difference in purchase decision? | (1.5) |

OR

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| Q.8 | (a) | What is the involvement level of a customer in purchase of fast food? | (1.5) |
| | (b) | In case of High involvement items, is price always the most important factor? Explain your answer. | (1.5) |
