

M.E.S. COLLEGE OF ARTS & COMMERCE, ZUARINAGAR-GOA
B.Com (CBCS) III Semester End Examination (Regular/ Repeat), January, 2022
GE 4 -CONSUMER BEHAVIOUR (UCOG132)

- Instructions:** 1) All questions are compulsory, however internal choice is available.
2) Answer sub- question in Q. 1 and Q. 2 in not more than 100 words each.
3) Answer question from Q. 3 to Q. 6 in not more than 400 words each.
4) Figures to the right indication maximum marks.
5) Paper carries maximum 80 marks.

Duration: 2 hours

Max Marks: 80

Q.1. Write short note on **Any Four** of the following: **(4 X 4 = 16)**

- a) Nature of Indian consumer
- b) Scope of Consumer Behavior
- c) Difference between Consumer and Customer.
- d) Emotional versus Rational Motives.
- e) Brand Personification.
- f) Characteristic of Consumer Learning.

Q. 2. Write short note on **Any Four** of the following: **(4X 4 = 16)**

- i) Personal factors influencing Consumer Behaviour.
- ii) Perceived Risk.
- iii) Role of Consumer Buying.
- iv) Consumer Dissatisfaction.
- v) Loyalty Marketing.
- vi) Need for Consumer Protection.

Q. 3. A) Explain the importance of Consumer Behaviour. **(12)**

OR

B) Explain any six Consumer Rights under Consumer Protection Act. **(12)**

Q. 4. A) Explain the functions of Family and Family life cycle. **(12)**

OR

B) Explain the key issues in designing Persuasive Communication. **(12)**

Q. 5. A) Explain the Psychosocial factors influencing Consumer Behavior. **(12)**

OR

B) Explain the Organizational Buying Process. **(12)**

Q. 6. A) Explain the filing of complaint under Consumer Protection Act. **(12)**

OR

B) Explain Post Purchase Behaviour in Consumer Buying Process. **(12)**
