



SN – 377

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V Semester B.Com. Examination, Nov./Dec. 2014
(Semester Scheme)
(Prior to 2014-15)
COMMERCE
(100 – 2013-14 Only)
(90 – Prior to 2013-14)
Paper – 5.5 (E - 1) : Consumer Behaviour

Time : 3 Hours

Max. Marks : 90/100

- Instructions :** 1) Answer should be **completely** written **either in English or in Kannada.**
2) Section **A, B, C – Common to all students.**
3) Section **D – Compulsory for 100 marks paper.**

SECTION – A

1. Answer **any ten** sub-questions. **Each** sub-question carries **two** marks. **(10×2=20)**
- Distinguish between marketing and selling.
 - What is meant by psychographic segmentation ?
 - Define attitude.
 - What do you mean by culture ?
 - What is 'Diffusion of Innovation' ?
 - Give the meaning of Family.
 - What is public action of a customer ?
 - What is social mobility ?
 - Who are Innovators ?
 - Mention any two consumer information sources.
 - State the meaning of self concept.
 - What is consumerism ?

P.T.O.



SECTION – B

Answer **any five** questions. **Each** question carries **five** marks.

(5×5=25)

2. Briefly explain the consumer learning process.
3. Bringout the importance of market segmentation strategy.
4. How does a opinion leader influence purchase behaviour ?
5. Write a short note on consumerism in India.
6. Briefly explain the economic model of consumer behaviour.
7. Highlight the objectives of Consumer Protection Act of 1986.
8. Dealing with customer complaints, reduces dissatisfaction, how ?

SECTION – C

Answer **any three** questions. **Each** question carries **fifteen** marks.

(3×15=45)

9. Explain the nature, scope and importance of consumer behaviour.
10. Explain the diffusion of innovation process with diagram.
11. What is social stratification ? Explain the factors which determine the same.
12. What is customer satisfaction ? Why is this being emphasized upon by firms today ?
13. Analyse the individual determinants of consumer behaviour.

SECTION – D

Answer to this question is **compulsory**. The question carries **ten** marks.

(1×10=10)

14. A satisfied customer will act as the informal word of mouth communicator for the organisation. Discuss.
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