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NS – 454

V Semester B.Com. Examination, Nov./Dec. 2016
(2014 – 15 & Onwards) (Repeaters)
Commerce

5.5 : Elective Paper – I : CONSUMER BEHAVIOUR

Time : 3 Hours

Max. Marks : 100

Instruction : Answer should be **completely** written either in **English** or in **Kannada**.

SECTION – A

Answer **any ten** sub-questions. **Each** question carries **2** marks.

(10×2=20)

1. a) What is meant by consumer behaviour ?
- b) What is halo effect in Perception ?
- c) State the components of learning.
- d) What is negative motivation ?
- e) Who are innovators ?
- f) Give the meaning of group dynamics.
- g) What is social class ?
- h) What do you mean by market segmentation ?
- i) What is marketing strategy ?
- j) Give the meaning of sub-culture.
- k) State any two sources of customer dissatisfaction.
- l) Define attitude.



SECTION – B

Answer **any four** questions. **Each** question carries **eight** marks.

(4×8=32)

2. Discuss the advantage and limitations of consumer research.
3. Explain the benefits of marketing strategy.

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4. Discuss the requisites of sound marketing segmentation.
5. State the golden tips for personality development.
6. What is culture ? What are its characteristics ?

SECTION – C

Answer **any three** questions. **Each** question carries **sixteen** marks. **(3×16=48)**

7. Discuss the various stages in consumer decision process.
8. What is motivation ? Critically explain Maslow's need hierarchy theory of motivation.
9. Explain working towards enhancing consumer satisfaction.
10. Explain the bases of market segmentation.