



SN – 337

-66-

V Semester B.Com. Examination, November/December 2013

(Semester Scheme)
(2013-14 & Onwards)

COMMERCE

Paper : 5.5 (E-I.) : Consumer Behaviour

Time : 3 Hours

Max. Marks : 100

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

SECTION – A

Answer **any eight** sub-questions. **Each** sub question carries **two** marks.

(8×2=16)

1. a) Who is a Consumer ?
- b) Give two benefits of market segmentation.
- c) What is self image ?
- d) What is perception ?
- e) What is attitude ?
- f) What is sub-culture ?
- g) What is family decision making ?
- h) What is consumerism ?
- i) What is customer satisfaction ?
- j) What is learning ?



SECTION – B

Answer **any three** questions from the following. **Each** question carries **8** marks.

(3×8=24)

2. What is market segmentation ? Why marketers resort to market segmentation ?
3. What are human needs ? How do you classify them ?

P.T.O.



4. Explain the concept of ever changing human needs.
5. Explain the features of attitude.
6. What is personality ? State its characteristics.

SECTION – C

Answer **any four** question from the following. **Each** question carries **15** marks.

(4×15=60)

7. Explain various factors which influence consumer behaviour.
8. Explain the various stages in the buying process.
9. Explain the stages involved in decision making process.
10. Define culture. Explain the importance of the culture in the study of consumer behaviour.
11. Explain the various factors responsible for attitude formation of a individual consumer.