



SN – 352

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V Semester B.Com. Examination, November/December 2013  
(Semester Scheme) (Prior to 2013-14)

COMMERCE

Paper – 5.5 (E-I) : Consumer Behaviour

Time : 3 Hours

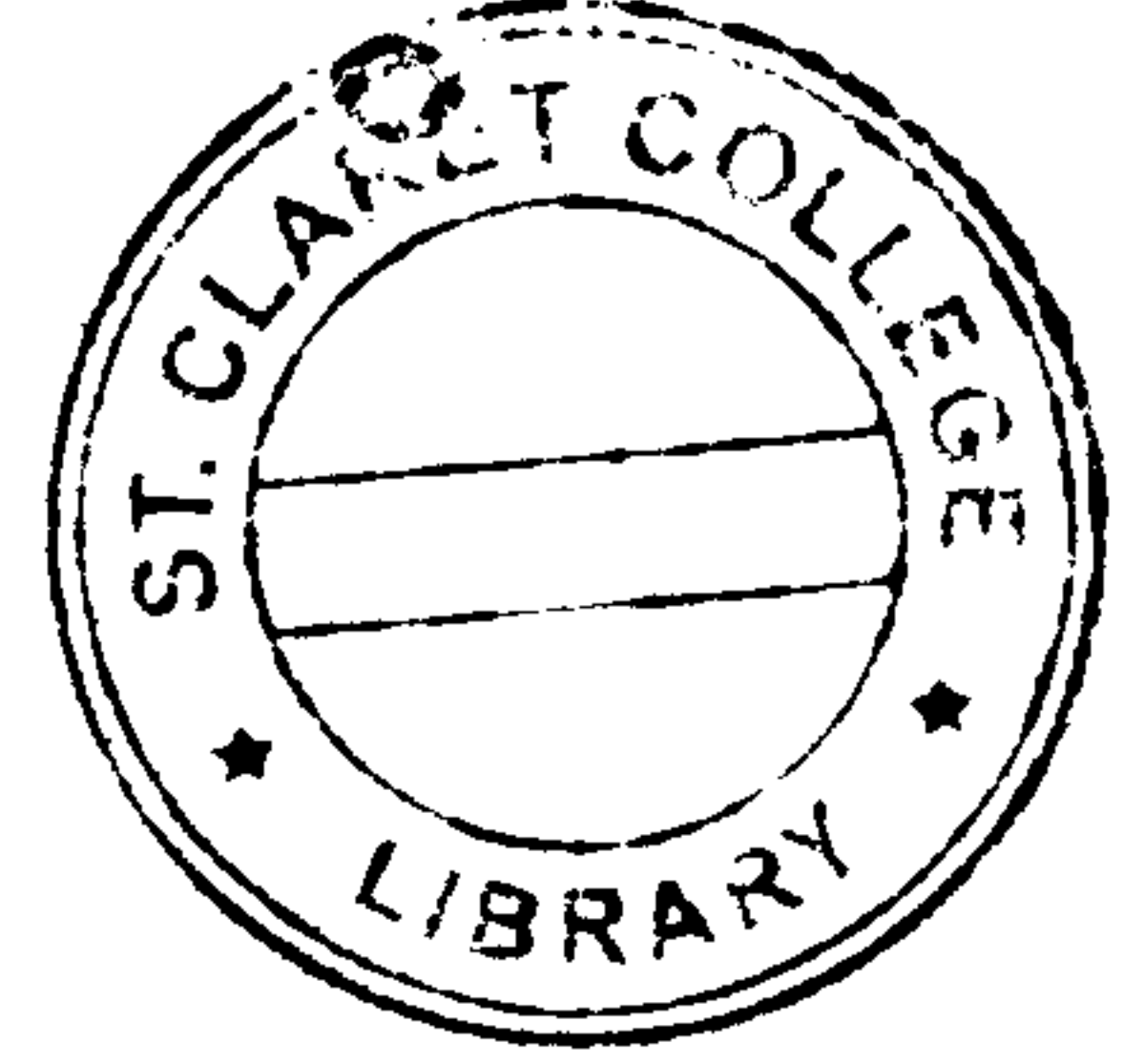
Max. Marks : 90

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

SECTION – A

1. Answer **any ten** sub-questions. **Each** sub-question carries **two** marks : (10×2=20)

- a) What is marketing ?
- b) What is personality ?
- c) What is perception ?
- d) Define the term 'innovation'.
- e) Give the meaning of membership group.
- f) Who is opinion leader ?
- g) What is product ?
- h) Write any two benefits of market segmentation.
- i) What is projection ?
- j) What is group ?
- k) What is learning ?
- l) What is consumerism ?



SECTION – B

Answer **any five** questions. **Each** question carries **5** marks :

(5×5=25)

2. Explain briefly, the recent trends in consumer behaviour.
3. What are the external factors affecting the perception ?
4. What are the stages of group formation ?
5. What are the steps involved in consumer research process ?

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6. What are the problems of cross-cultural marketing ?
7. Explain briefly theory of cognitive dissonance.
8. Briefly explain the objectives of Consumer Protection Act, 1986.
9. Briefly explain the features of attitude.

#### SECTION – C

Answer **any three** questions. **Each** question carries **15** marks : **(3×15=45)**

10. What is motivation ? Explain the features of motivation.
11. What is market segmentation ? Discuss the bases for market segmentation.
12. What is opinion leadership ? Explain its characteristics.
13. Explain the factors influencing consumer satisfaction.
14. Explain consumer research process.