



SN – 361

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V Semester B.Com. Examination, November/December 2014,  
(2014-15 and Onwards) (Fresh)

Commerce

5.5. : Elective – 3 : 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** sub-question carries **two** marks. **(10×2=20)**

1. a) Who is a consumer ?
- b) Define market segmentation.
- c) State the components of learning.
- d) What is cognitive dissonance ?
- e) What is meant by consumer perception ?
- f) State any two theories of personality.
- g) Give the meaning of group dynamics.
- h) What is a reference group ? Give an example.
- i) Who is an opinion leader ?
- j) What is 'Diffusion of innovation' ?
- k) Mention any two reasons for the growth of consumerism in India.
- l) What is consumer complaint ?

SECTION – B

Answer **any four** questions. **Each** question carries **eight** marks. **(4×8=32)**

2. Briefly explain the benefits of market segmentation.
3. Briefly explain the characteristics of attitude.

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4. Explain the different roles played by family members in decision making.
5. Discuss the advantages and limitations of consumer research.
6. Explain the sources of consumer dissatisfaction.

### SECTION – C

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

7. What is consumer behaviour ? Explain the various factors influencing consumer behaviour.
8. What is motivation ? Critically explain Maslow's need hierarchy theory of motivation.
9. Explain the characteristics of culture and its influence on consumers.
10. What are the objectives of Consumer Protection Act 1986 ? Explain briefly the rights of consumers.