



V Semester B.Com. Examination, Nov./Dec. 2017
(2014-15 and Onwards) (Repeaters)
COMMERCE

5.5 : Elective – 3 : Paper – I : Consumer Behaviour

Time : 3 Hours

Max. Marks : 100

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

SECTION – A

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

1. a) Define attitude.
- b) What is customer satisfaction ?
- c) What is culture ?
- d) What do you mean by diffusion of innovation ?
- e) Give the meaning of perception.
- f) State the components of learning.
- g) What is product specialisation ?
- h) What is social stratification ?
- i) What is consumer memory ?
- j) What is social class ?
- k) Give two benefits of market segmentation.
- l) What is family decision making ?

SECTION – B

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

2. What is brand loyalty ? How it helps in decision making to a consumer while buying a product.
3. What are the problems of cross culture marketing ?

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4. What is market segmentation ? Why marketers resort to market segmentation ?
5. State the golden tips for personality development.
6. Discuss the advantage and limitations of consumer research.

SECTION – C

Answer **any three** question. **Each** question carries **16** marks.

(3×16=48)

7. Explain the consumer research process.
8. Explain various factors which influence consumer behaviour.
9. Discuss the various stages in consumer decision process.
10. Explain Maslow's motivational theory.