

Semester End Examination, Oct-Nov. 2019

Programme: B.COM

Subject: Commerce

Course Code: GE4 Course Title: Consumer Behaviour

Category: Generic Elective

Semester: III

Paper No: I

Time: 2 hours

Max. Marks: 80

Instructions:

1. The question paper contains 6 questions spread across 2 pages
2. All questions are compulsory
3. Answer Q.1 & Q.2 in not more than 100 words
4. Answer Q.3 to Q.6 in not more than 400 words
5. Figures to the right in brackets indicate maximum marks

Q. No. 1 Write a short note on **any four** of the following (4 X 4 = 16)

- a Scope of consumer behaviour
- b Distinguish between Customer and Consumer
- c Rights of consumer
- d Consumer Motivation
- e Importance of family in Consumer Decision Making
- f Nature of Personality

Q. No. 2 Write a short note on **any four** of the following (4 X 4 = 16)

- I Organisational Buying Behaviour
- II Roles in Buying Process
- III Distinguish between consumer buying behaviour and organisational buying behaviour
- IV Customer Dissonance
- V Consumer Protection Act 1986
- VI Central Consumer Protection Council

Q. No. 3 Answer **any one** of the following (1 X 12 = 12)

- A Define consumer behaviour and explain nature of consumer behaviour.
- B State and explain any 6 advantages of studying consumer behaviour.

Q. No. 4 Answer **any one** of the following (1 X 12 = 12)

C Explain with help of diagram 'Maslow's Hierarchy of Need'.

D State and explain any six environmental factors affecting consumer buying behaviour.

Q. No. 5 Answer **any one** of the following (1 X 12 = 12)

E Define consumer buying behaviour and explain its importance.

F What do you mean by buying process? Explain steps involved in buying process.

Q. No. 6 Answer **any one** of the following (1 X 12 = 12)

G - What is customer satisfaction? Explain its importance.

H Explain in brief Consumer Dispute Redressal Mechanism in India.
