

SYBCOM Semester End Assessment (Regular/Repeat)

June 2023

Course Title: Consumer Behaviour

Course Code: GE4

Category: Generic Elective

Semester: III

Duration: 2 Hours

Max Marks: 80 Marks

Instructions:

- All questions are compulsory having an internal choice.
- Figures to the right indicate the maximum marks allotted.

- Q. No. 1 Write a short note on any four of the following (4 X 4 = 16)**
- a Consumer movement in India.
 - b Significances of Consumer Behaviour.
 - c Importance of Consumerism.
 - d Perception.
 - e Persuasive Communication.
 - f Importance of consumer learning.
- Q. No. 2 Write a short note on any four of the following (4 X 4 = 16)**
- i Elements of the buying process.
 - ii Steps involved in the buying process.
 - iii Roles Buying Process.
 - iv Post-purchase dissonance.
 - v Features of consumer protection Act.
 - vi Customer complaints behaviour.
- Q. No. 3 Answer any one of the following (1 X 12 = 12)**
- A State and explain any 5 characteristics of Indian customers.
 - B Distinguish between Consumer and Customer.
- Q. No. 4 Answer any one of the following (1 X 12 = 12)**
- C Explain the Family Life cycle in Consumer Behaviour.
 - D Explain Maslow's Hierarchy of Need theory with the help of an appropriate diagram.
- Q. No. 5 Answer any one of the following (1 X 12 = 12)**
- E Explain in detail Organisational Buying Behaviour V/s Consumer Buying Behaviour.
 - F Explain the important characteristics of social class in consumer behaviour.

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Q. No. 6 **Answer any one of the following**

(1 X 12 = 12)

G Explain briefly the 3 Consumer dispute Redressal agencies.

H State and explain any 6 Rights of Consumer.
