

SYBCOM Semester End Assessment (Regular/Repeat)

Nov - 22

Course Title: Consumer Behaviour

Course Code: UCOG132

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)

- Scope of Consumer Behaviour.
- Consumer rights in India.
- Consumerism.
- Perception.
- Consumer Motivation.
- Importance of consumer learning.

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

- Elements of the buying process.
- Roles in Buying Process.
- Steps involved in the buying process.
- Post-purchase dissonance.
- Loyalty marketing.
- Consumer Protection Act.

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

A Distinguish between Consumer and Customer.

B Explain the Nature of Consumer Behaviour.

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

C Explain Maslow's Hierarchy of Need theory with the help of an appropriate diagram.

D Write a detailed note on types of communication and flow of communication.

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 State and explain factors that influence the buying decision.

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

G Explain briefly the 3 Consumer dispute Redressal agencies.

H Explain customer dissatisfaction and its reasons.
