

**CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN,
NUVEM-GOA**

SEMESTER END EXAMINATION, NOVEMBER 2022

Semester: III of B. Com

Course Name: Consumer Behaviour (GE 4) Course Code: UCOG132

Total Marks: 80 marks

Date: 29/11/2022

Duration: 2 hours

Pages: 01

Instructions: 1. All questions are compulsory.
2. Figures to the right indicate marks.

Q1) Answer any four of the following questions:

(4x4= 16 marks)

- Explain the benefits of consumerism.
- Write a short note on 'Consumer behaviour'.
- Determine the nature of personality in consumer behaviour.
- Differentiate between needs and wants.
- Explain the factors that affect reference group influence.
- Summarise the concept of social class.

Q2) Answer any four of the following questions:

(4x4= 16 marks)

- Evaluate the role of consumers in buying process.
- Explain any four personal factors influencing consumer buying behaviour.
- Explain the features of organisational buying behaviour.
- Explain the benefits of loyalty marketing.
- Write an overview on 'Customer Disputes Redressal Agencies'.
- Write an overview on post purchase dissonance.

Q3)a) Explain responsibilities of consumers in India.

(12 marks)

OR

b) Examine the various characteristics of consumer behaviour.

(12 marks)

Q4)a) Elaborate on family life cycle stages.

(12 marks)

OR

b) Explain the process of motivation in consumer behaviour.

(12 marks)

Q5)a) Evaluate the need and elements in buying process.

(12 marks)

OR

b) Determine the various behavioural and psychological factors influencing consumer buying behaviour.

(12 marks)

Q6)a) Elaborate on how to reduce post purchase dissonance.

(12 marks)

OR

b) Elucidate the various rights of consumers in India.

(12 marks)