

**Exam. Code : 217603**

**Subject Code : 4621**

**M.Com. 3rd Semester**

**CONSUMER BEHAVIOUR**

**Paper-MC-351**

Time Allowed—3 Hours] [Maximum Marks—100

**Note :-** (1) Attempt any **TEN** questions from Section A. Answer each question in upto **ten** lines. Each question carries **2** marks.

(2) Attempt any **TWO** questions from Section B and Section C. Answer each question in upto **five** pages. Each question carries **20** marks.

**SECTION-A**

1. Give answers to any **ten** of the following questions :

- (i) Consumer Socialization
- (ii) Social Class
- (iii) Celebrity Appeal
- (iv) Negative Reinforcement
- (v) Life Style
- (vi) Innovation
- (vii) Motivation
- (viii) Opinion Leader

(ix) Sub-Culture

(x) Learning

(xi) Self Concept

(xii) Reference Group.

10×2=20

**SECTION-B**

- 2. Discuss the theory of operant conditioning. Explain the marketing applications of operant conditioning.
  - 3. Explain the influence of personality on consumer behaviour.
  - 4. How are attitudes formed ? Describe the different strategies by which attitudes can be changed.
  - 5. Define perception and discuss its role in marketing strategy.
- 2×20=40

**SECTION-C**

- 6. What is social class ? Describe the methods of measuring social class. Also explain how social class affects consumer behaviour.
  - 7. Describe the process of diffusion of innovation.
  - 8. What is culture ? Why is it important to study the role of culture in consumer behaviour ?
  - 9. Discuss the stages involved in consumer buying process.
- 2×20=40