

NOVEMBER 2019

65164/KDACB

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions

1. Define Consumer behaviour.
2. What is Consumer Value?
3. What do you mean by Economic Model?
4. Define Consumer Model.
5. Who are hard core loyals?
6. What is Cross cultural marketing?
7. State the meaning of Enculturation.
8. What do you understand by Consumer field work?
9. What is Techno Class?
10. Who are Upneat enjoyers?
11. What is meant by Consumer reference groups?
12. Who are Influencers?

II M. Com - Consumer Behaviour.

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions

13. State the need for segmenting the consumers.
14. Sketch out the economic model of consumer behaviour.
15. List and explain the individual determinants of consumer behaviour.
16. Write a note on Consumer protection Act.
17. What are the characteristics of culture?
18. What are the types of involvements? Explain.
19. Discuss the family life style stages and the changing consumption patterns.
22. Explain the various stages in post purchase evaluation process.
23. Discuss the stages in the adoption process.
24. What is Maslow's theory of motivation and how does it help the Marketer?
25. What is meant by consumer attitude? What are its components and functions?

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions

20. Write about types of learned behaviour and the elements of learning?
21. Explain self concept with reference to marketing.