

D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1
SEMESTER EXAMINATIONS
NOVEMBER – 2017
CONSUMER BEHAVIOUR

15CPS5B

Time : 3 Hrs

Max. Marks : 75

SECTION-A (10 x 2 = 20)

Answer ALL questions.

1. Define Consumer Behaviour.
2. Differentiate between a customer and a consumer.
3. What is a culture?
4. What is a reference group?
5. What are projective techniques?
6. Define attitude.
7. What is pre-purchase search?
8. What is cognitive dissonance?
9. Explain organizational buying.
10. Who are gatekeepers?

SECTION-B (5 x 5 = 25)

Answer any FIVE of the following questions.

11. Why consumer behaviour is called as multidisciplinary?
12. Explain the types of reference groups.
13. Write short notes on perceptual encoding.
14. Explain the balance theory of attitude.
15. What are the types of consumer decisions?
16. Explain the situational nature of consumer decisions.
17. Discuss the organizational buyer characteristics.
18. List out the ways, individual factors that influence the way organizations engage in buying behaviour.

SECTION-C (3 x 10 = 30)

Answer ALL questions.

19. (a) Explain the application of consumer behaviour knowledge.
(Or)
(b) Explain psychoanalytic theory and its application in consumer behaviour.
20. (a) Explain the influence of values on consumer behaviour.
(Or)
(b) Discuss the situations that lead to problem recognition.
21. (a) Discuss the decision process and buying patterns of organizations.
(Or)
(b) Discuss the decision process of organizational buyers.