 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**M.Com.** DEGREE EXAMINATION - **COMMERCE**

SECOND SEMESTER – APRIL 2012

# CO 2812 - CONSUMER BEHAVIOUR

Date : 19-04-2012 Dept. No. Max. : 100 Marks

Time : 9:00 - 12:00

**SECTION – A Answer ALL questions in about three lines each ( 10 x 2 = 20 )**

1. State the different types of needs.
2. What is a product-specific goal?
3. Define Personality.
4. Enumerate the different types of defense mechanisms.
5. What is compulsive consumption behavior?
6. State the different types of perceived risks.
7. What is Positive reinforcement?
8. What is an “attitude object”?
9. State the four criteria used by consumers to collect information which would help them in Attributions.
10. Who is an “Expert”?

**SECTION – B Answer any FIVE in about 2 pages each ( 5 x 8 = 40 )**

1. Explain the different types of arousal of motives.
2. Write short notes on (a) the make up of the self-image, (b) the extended self and (c) the virtual self.
3. Write a note on the different types of product-positioning in the context of consumer imagery.
4. Explain how consumers handle risk.
5. Write a note on the main dimensions of the Involvement Theory.
6. Explain how the components of the multi attribute model can be altered in the context of Branding.
7. Explain the factors that affect reference group influence upon consumers.
8. Write a note on attitude formation.

**SECTION – C Answer any TWO in about 4 pages each (2 x 20 = 40 )**

1. Explain the dynamics of Motivation.
2. What are the strategic marketing applications of classical conditioning?
3. “Culture in Learned” – elaborate.

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