



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com.DEGREE EXAMINATION –COMMERCE

THIRD SEMESTER – APRIL 2019

16/17PCO3MC04– CONSUMER BEHAVIOUR

Date: 15-04-2019
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

Section A Answer all the questions (10 x 2 = 20)

1. What is consumer attitude?
2. State the significance of celebrities in influencing the consumer's purchasing decision.
3. Mention the impact of emotions in consumer's decision making.
4. What are the distinctive characteristics of cross - cultural analysis?
5. What is consumer segmentation?
6. How culture is learned?
7. What is brand personality?
8. Enlist the role of opinion leaders in consumer decision making
9. What is differential threshold?
10. How do you define consumer motivation?

Section B Answer any four questions (4 x 10 = 40)

11. Elucidate the components of consumer communication
12. Explain the techniques used for the measurement of opinion leadership?
13. Explicate the elements of consumer learning.
14. Describe how cognitive personality factors influence various aspects of consumer behaviour?
15. Explain different roles of the family members in the family decision making process.
16. Explicate any three consumer attitude model.
17. Explain the nature and scope of consumer behaviour?

Section C Answer any two questions (2 x 20 = 20)

18. Elucidate the basic elements of the diffusion process.
19. Explain the major types of appeals used in marketing to influence the consumer's decision.
20. Explain the factors which influence the consumer behaviour.
21. What is perceived risk? List out the types of perceived risk. Explain how consumers handle these risks?
