

GOVERNMENT COLLEGE OF COMMERCE & ECONOMICS, BORDA, MARGAO-GOA
B.com (Sem III) SEMESTER END EXAMINATION, OCTOBER 2019
GE 4: Consumer Behaviour

Time: 2 Hours

Total marks: 80

Instructions: (1) Attempt all questions.

(2) Figures to the right indicate full marks.

(3) Answer sub questions in Q1 & Q2 in not more than 100 words.

(4) Answer questions 3 to 6 in not more than 400 words.

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- Q.1) Write short notes on **ANY FOUR** of the following questions: (4*4=16 Marks)
- a. Consumer behaviour and Demarketing
 - b. Reference groups
 - c. State Protection Council
 - d. Elements in buying process
 - e. Communication and persuasion
 - f. Consumer complaint behaviour
- Q.2) Write short notes on **ANY FOUR** of the following questions: (4*4=16 Marks)
- a. Concept of organizational buying behaviour
 - b. Consumer v/s Customer
 - c. Tri- Component Model
 - d. Post Purchase dissonance
 - e. Importance of consumer buying behaviour
 - f. Social class as a determinant of consumer behaviour
- Q.3.A) Explain the features of consumer behaviour. (12 Marks)
- OR**
- Q.3.B) Elaborate on the importance of consumer behaviour. (12 Marks)
- Q.4.A) Explain in detail Maslow's Hierarchy of Need. (12 Marks)
- OR**
- Q.4.B) Explain the importance of family influence on consumer behaviour. (12 Marks)
- Q.5.A) State and explain the factors influencing buying process. (12 Marks)
- OR**
- Q.5.B) Elaborate the roles in the buying process (12 Marks)
- Q.6.A) What are the rights of a consumer? (12 Marks)
- OR**
- Q.6.B) Explain the factors leading to consumer dissatisfaction. (12 Marks)
