

**5 SEM TDC DSE COM
(CBCS) 501 (GR-III)**

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(Nov/Dec)

COMMERCE

(Discipline Specific Elective)

: For Honours/Non-Honours)

Paper : DSE-501 (Group—III)

(**Consumer Behaviour**)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. State whether the following statements are True or False : 1×8=8
- (a) Attitude is an element of psychological factors.
- (b) Cultural values keep on changing through the passage of time.

- (c) Marketing segmentation helps in understanding consumer behaviour.
- (d) Consumer behaviour is the reaction of individuals in obtaining and using goods and services.
- (e) Window dressing attracts customers.
- (f) Exposure is the first stage in the information search process.
- (g) Consumers feedback is an useful tool for handling the market situation.
- (h) Buying process starts with information search.

2. Write short notes on any *three* of the following : 4×3=12

- (a) Consumer involvement
- (b) Decision rules
- (c) Buyers' black box
- (d) Sub-culture
- (e) Life cycles of consumers

(3)

3. (a) What do you mean by consumer behaviour? How does it differ from consumption behaviour? 4+8=12

Or

- (b) Critically analyze the process of consumer decisions. 12

4. (a) What do you understand by information search? Discuss the factors influencing information search. 4+8=12

Or

- (b) What do you understand by buying motives? Discuss the importance of consumer motivations. 4+8=12

5. (a) What do you understand by reference groups? Discuss about the groups of consumers who are easily influenced by reference groups. 4+8=12

Or

- (b) Discuss in detail the impact of social class on consumer behaviour. 12

(4)

6. (a) Discuss in detail how socio-cultural factors influence consumer behaviour. 12

Or

- (b) Discuss the personal factors which influence the consumer behaviour. 12

7. (a) Explain the concept of personality and lifestyle in the context of consumer behaviour. 12

Or

- (b) Discuss the psychological factors of consumer behaviour. 12
