

Total No. of Printed Pages—4

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

**2 0 2 2**

( Nov/Dec )

**COMMERCE**

( Discipline Specific Elective )

( For Honours/Non-Honours )

Paper : DSE-501 (Group—III)

( **Marketing** )

( **Consumer Behaviour** )

Full Marks : 80

Pass Marks : 32

Time : 3 hours

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

1. (a) State whether the following statements are True or False : 1×3=3
  - (i) Consumer behaviour refers to the action and decision processes of people who purchase goods and services for personnel consumption.

( 2 )

(ii) Information search process includes six stages.

(iii) Social classes are groups of people whose behaviour and lifestyles are different.

(b) Fill in the blanks :  $1 \times 3 = 3$

(i) \_\_\_\_\_ approach is the best approach for studying consumer behaviour.

(ii) \_\_\_\_\_ is socially acquired.

(iii) \_\_\_\_\_ helps in better understanding consumer behaviour.

(c) Write very short answers of the following questions :  $1 \times 2 = 2$

(i) What is social marketing?

(ii) What is self-image?

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

(a) Self-concept

(b) Buyers black box

(c) The Nicosia Model

(d) Types of reference group

(e) Different roles of consumer behaviour

( 3 )

3. (a) Explain how consumer decision making changes as purchase involvement increases. 12

Or

(b) What do you mean by consumer behaviour? Discuss various stages of family life and its buying behaviour.  $4 + 8 = 12$

4. (a) Explain briefly the concept of consumer research. Discuss the process undertaken in conducting consumer research.  $4 + 8 = 12$

Or

(b) "Marketers do not create needs, needs pre-exist marketers." Discuss. 12

5. (a) Why is it important for a marketer to study the culture? Discuss the elements of culture that influence consumer behaviour.  $6 + 6 = 12$

Or

(b) What is social class? Discuss the relationship between social class and consumer behaviour.  $4 + 8 = 12$

6. (a) What do you understand by group? Explain the different types of groups that influence consumer behaviour.

2+10=12

Or

- (b) What do you mean by opinion leadership? Discuss the importance and characteristics of an opinion leader.

2+5+5=12

7. (a) Explain the concept of perception. Also explain the difference between perception and sensation.

4+8=12

Or

- (b) Discuss the components and sources of attitude of a consumer towards a product.

6+6=12

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