**B.COM. III SEMESTER SUPPLEMENTARY EXAMINATION, MAY/JUNE 2019**

**CONSUMER BEHAVIOUR (GE 4)**

**DURATION: 2 hours MAX MARKS: 80**

**INSTRUCTIONS: 1) All questions are compulsory, however internal choice is available.**

**2) Answer sub- question in Q. 1 and Q. 2 in not more than 100 words each.**

**3) Answer question from Q. 3 to Q. 6 in not more than 400 words each.**

**4) Figures to the right indication maximum marks.**

**5) Paper carries maximum 80 marks.**

1. Write short note on **any four** of the following: **4 X 4 =16**

a. Consumerism.

b. Nature of Consumer behaviour.

c. Difference between Consumer and Customer.

d. Personal Motives.

e. Brand personification.

f. Characteristic of consumer learning.

2. Write short note on **any four** of the following: **4 X 4 =16**

a. Economic factors influencing Consumer Behaviour.

b. Perception.

c. Role of consumer buying.

d. Dissatisfaction.

e. Loyalty Marketing.

f. Need for consumer protection.

3. a. Explain the importance of Consumer Behaviour. **12**

**OR**

b. Explain any six consumer rights under Consumer Protection Act. **12**

4. a. Explain the functions of Family and Family life cycle.  **12**

**OR**

b. Explain the Key issues in designing persuasive communication. **12**

5.a. Explain the personal factors influencing Consumer Behaviour   **12**

**OR**

b. Explain the organizational buying process  **12**

6.a. Explain the filing of complaint under Consumer Protection Act.  **12**

**OR**

b. Explain the role of marketers in post purchase buying process.  **12**