MCOSC-1.1B/D

Sl.No. :

Total No. of Pages : 2

First Semester M.COM. Degree Examination, June/July - 2024

(SLM Scheme) (CBCS)

COMMERCE

Course - IV : Consumer Behaviour and Marketing Strategies
Soft Care Stream (Course - 1)

Time : 3 Hours **Max. Marks : 80**

Instruction : All sections are compulsory.

SECTION - A

Answer **any Four** questions. Each question carries five marks. **[4 × 5 = 20]**

Q1) Differentiate Customer and Consumer with suitable examples.

Q2) Briefly explain economic model of Consumer Behaviour.

Q3) What is Segmentation? Explain demographic Segmentation.

Q4) What is Consumer attitude? Explain its Components.

Q5) Briefly explain the concept of consumer need and motivation.

Q6) Discuss the stages involved in learning process.

SECTION - B

Answer **any Three** questions. Each question carries ten marks **[3 × 10 = 30]**

Q7) Why is the study of Consumer behaviour very relavant in today's Context? Explain.

Q8) Examine the influence of economical and social factors on consumer behaviour.

Q9) Explain the technical report in marketing research.

Q10) Differentiate between Primary and Secondary data. What are the major sources of both Primary and Secondary data.

Q11) "Consumer behaviour helps marketers in formulating marketing strategy" -Explain

SECTION - C

Answer **any Two** questions. Each question carries fifteen marks. **[2 × 15 = 30]**

Q12) Explain Howard -Sheth model of Consumer decision making with suitable examples.

Q13) What is market research? Explain the process of Marketing Research.

Q14) "The consumer decision making process can seen mysterious" Explain with suitable examples.

Q15) Explain Conditioning and Cognitive learning theories.

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