MCOSC-1.1B/D

Sl.No. : **Total No. of Pages : 2**

I Semester M.Com. Degree Examination, May/June - 2023
(CBCS, SLM Scheme)
COMMERCE
Course - IV : Consumer Behaviour and Marketing Strategy

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

SECTION - A

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

Q1) Define Consumer Behaviour. Explain methods of Consumer Research.

Q2) Explain Consumer decision making process.

Q3) Elucidate the components of learning.

Q4) Write a note on cognitive learning theory.

Q5) Define perception and outline the elements of perception.

Q6) Explain the factors influencing consumer behaviour.

SECTION - B

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

Q7) Define Marketing Research. Explain various components of a research report.

Q8) Write an Explanatory note on Howard-Sheth model and Nicosia model.

Q9) Define motivation & explain types of consumer models.

Q10) Explain in detail the diffusion and adoption process.

Q11) Explain the applications of marketing research in determing price of a product.

SECTION - C

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

Q12) Explain in detail the marketing research process with suitable examples.

Q13) What do you mean by consumer Attitude? Explain models of attitude and its functions.

Q14) Explain the process of segmentation and types of decision making roles.

Q15) Write a short note on.

a) Advertising.
b) Reference Groups.
c) Involvement theory.

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