MCOSC-1.1B/D

Sl. No.

I Semester M.Com. Degree Examination, May/June - 2026

COMMERCE

Consumer Behaviour and Marketing Strategy

(CBCS, SLM Semester Scheme)

Course : VI

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any Four questions. Each question carries 5 marks. **(4×5=20)**

1. Define consumer perception and state its elements.
2. Mention the types of consumer decision - making roles.
3. Explain classical conditioning theory in the context of consumer learning.
4. What are limitations of marketing research?
5. Differentiate between the rational and emotional motives.
6. List any four applications of marketing research in decision - making.

SECTION - B

Answer any Three questions. Each question carries 10 marks. **(3×10=30)**

7. Explain the Nicosia model of consumer behaviour.
8. Describe the influence of culture on consumer behaviour with examples.
9. Discuss the functions of attitude and their role in marketing.
10. Explain the sampling techniques used in marketing research.
11. A fashion retailer wants to expand into rural markets. Based on consumer behaviour theories, suggest three strategies for market entry.

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SECTION - C

Answer any Two questions. Each question carries 15 marks. (2×15=30)

12. Describe the family decision - making process and its impact on buying behaviour.

13. Critically analyse the Bettman information - processing model.

14. If you are conducting market research for a new snack product. Explain the research design, data collection methods, and analysis steps you would follow.

15. Discuss the diffusion and adoption process with suitable examples from Indian markets.
