MCOSC-1.1B/D

Sl.No. :

Total No. of Pages : 2

First Semester M.Com. Degree Examination, June - 2025

(CBCS) (SLM Scheme)

COMMERCE (Soft Core Stream)

Course-I : 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) How does understanding consumer behaviour help business to develop effective marketing strategies?

Q2) What are the primary stages of the consumer information search process?

Q3) How can marketers use cognitive learning theories to develop effective strategies for changing consumer attitudes and behaviours?

Q4) What are the key factors that influence consumer behavior?

Q5) What role does culture play in shaping consumer preferences and actions in a cross- cultural context?

Q6) How do reference groups and opinion leaders impact consumer behaviour?

SECTION - B

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

Q7) What role does marketing research play in developing new products? Explain.

Q8) What are the key components of a Marketing Information System (MIS), and how does it support decision-making processes in marketing? Explain.

Q9) Write a detailed note on perceptual mapping.

Q10) How does consumer learning evolve over time and what factors influence this process? Explain.

Q11) Why is data preparation a critical step in the analysis and reporting process? Explain.

SECTION - C

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

Q12) Discuss How do consumer referene groups and opinion leaders impact individual purchasing decisions and brand loyalty?

Q13) Explain What roles do family members play in the decision-making process for purchasing products, and how do these roles vary across different stages of the family life cycle?

Q14) How is advertising research used to optimize media selection and determine effective pricing strategies for marketing campaigns?

Q15) What role does marketing research play in developing new products, and how is motivational research used to understand consumer motivations and preferences?