MCOSC-1.1B/D

Sl. No.

I Semester M.Com. Degree Examination, October/November - 2025

COMMERCE

Consumer Behaviour and Marketing Strategy

Course : VI

(CBCS SLM Semester Scheme)

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

SECTION - A

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

1. What are the primary methods used in consumer research?

2. How does consumer segmentation influence the decision-making process?

3. Write a note on perceptual mapping.

4. What are the key factors that influence consumer behaviour?

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

6. How can marketing research be applied to determine optimal pricing strategies?

SECTION - B

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

7. How is advertising research conducted to optimize media selection and what factors are considered in determining the most effective advertising channels?

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

9. What are the main-stages of data preparations of Consumer Behaviour before analysis? Explain the methods used for data analysis and interpretation.

10. How do psychological factors influence consumer behaviour and why do marketers need to understand these aspects?

11. How is learning defined in the context of consumer behaviour and what are the key characteristics that define the nature of learning?

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SECTION - C

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

12. Explain briefly the major Models of Attitude that serve in consumer decision-making processes.

13. How is "leading" defined in the context of consumer behaviour and why is it important for markets to understand? Explain with suitable example.

14. What types of information are typically sought in motivational research and what techniques are commonly used to gather this information?

15. How does consumer diversity impact Marketing Strategies for global brands? Explain with example.
