

M.Com. (New CBCS Pattern) Semester - IV  
**PCC4E05 - Optional Subject - Consumer Behaviour**

P. Pages : 1

Time : Three Hours



**GUG/S/23/13704**

Max. Marks : 80

---

1. Explain the characteristics of Consumer Behaviour? 16

**OR**

What are the scopes of Consumer Behaviour? 16

2. What are the major determinants of Personality? 16

**OR**

a) Explain the Freudian theory with Id, Ego and Super Ego. 8

b) What are the basic characteristics of Needs? 8

3. What is Consumer Perception? Explain the components of Consumer Perception. 16

**OR**

a) Explain the major components of Attitude. 8

b) Explain the functions of Attitude.

4. Explain the concept of family and consumption related roles of family members. 16

**OR**

Explain the concept of culture. What are the characteristics of culture? 16

5. Write Short note.

Importance of consumer behaviour 4

Brand Personality. 4

Dimensions of Attitude 4

Traditional family life cycle. 4

\*\*\*\*\*