

M.Com. New CBCS Pattern Semester-IV
PCC4E05 - Consumer Behaviour

P. Pages : 1

Time : Three Hours



GUG/S/24/13704

Max. Marks : 80

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- Notes : 1. All questions are compulsory.
2. All questions carry equal marks.

1. Explain the significance of understanding consumer behaviour for marketers. **16**

OR

Describe the process of targeting and positioning in marketing and its importance. **16**

2. Discuss the importance of personality in consumer behaviour and the relevance of Freudian and Jungian theories. **16**

OR

a) Explain the concept of motivation in consumer behaviour. **8**

b) Discuss the theories of needs and motivation, particularly focusing on Maslow's hierarchy of needs. **8**

3. Explain how consumer perception affects marketing strategies and consumer behaviour. **16**

OR

a) Discuss the role of attitudes in consumer behaviour and the impact of behavioural learning theories. **8**

b) Explain the importance of communication in influencing consumer behaviour. **8**

4. Discuss the influence of family on consumer behaviour and the role of family as a socializing agent. **16**

OR

a) Explain how culture influences consumer behaviour and decision-making. **8**

b) Discuss the concept of social class and its determinants in the context of consumer behaviour. **8**

5. Write short note. **4x4 =16**

i) Nature of Consumer Behaviour.

ii) Theories of Personality.

iii) Consumer Perception.

iv) Culture and Consumer Behaviour.
