

Revised : Consumer Behaviour
(Unique Subject Code – PCC4E05)
M.Com. Sem IV

Theory : 80 Marks

Time: 3 Hours

Practical /Internal Assessment : 20

Learning Objectives:

- 1) To acquaint students with Consumer Behavior concepts and to understand the conceptual foundations of consumer buying behaviour.
- 2) To familiarise the students with the behavioural aspects of consumers.
- 3) To create awareness of the theories of motivation and perception as applied in consumer behaviour.
- 4) To highlight the importance of understanding consumer behaviour in marketing.

Unit:1 Introduction Consumer Behaviour 15 Lectures

1. Nature, Scope and Characteristics of Consumer Behaviour
2. Importance of Consumer Behaviour in Marketing Decision
3. Market Segmentation
4. Targeting and Positioning

Unit:2 Personality, Motivation and Theories 15 Lectures

1. Importance of personality
2. Theories of personality- Freudian theory, Jungian theory
3. Characteristics of motivation, Arousal of motives
4. Theories of needs & motivation: Maslow's hierarchy of needs

Unit:3 Consumer Perception and Attitude 15 Lectures

1. Consumer Perception
2. Customer Attitude
3. Communication and Consumer Behaviour
4. Behavioural Learning Theories

Unit:4 Influence on Consumer 15 Lectures

1. Family and Consumer Behaviour
2. Culture and Consumer Behaviour
3. Determinants of Social Class and characteristics of Social Class
4. Opinion of Leadership Process, Black Box Model of Consumer Behaviour

Books and References

1. S.Ramesh Kumar and Anup Krishnamurthy , “Advertising , Branding and Consumer Behaviour”, Sage Publications, 2021.
2. Ashwathappa K, Organisational Behaviour, Himalaya publisher New Delhi, 2007
3. Luthans F, Organisational Behaviour, McGraw Hill, New Delhi, 2007.
4. Robbins S P, Timothy A. Judge & Sanghi Seema, Organisational Behaviour, Pearson Education, New Delhi, 2009
- 5 Consumer Behavior, Leon Schiffman and Leslie Kanuk, Pearson Publication
- 6 Consumer Behaviour: Buying, Having, and Being, Michel Solomon, Pearson Publication

REVISED QUESTION PAPER PATTERN
OF
CONSUMER BEHAVIOUR

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|---------------------------------|----------|
| Q.1 Theory Questions | 16 marks |
| 1. Theory Question for 16 marks | |
| OR | |
| 2. Theory Question for 16 marks | |
| Q.2 Theory Questions | 16 marks |
| 1. Theory Question for 16 marks | |
| OR | |
| 2. Theory Question for 8 marks | |
| 3. Theory Question for 8 marks | |
| Q.3 Theory Questions | 16 marks |
| 1. Theory Question for 16 marks | |
| OR | |
| 2. Theory Question for 8 marks | |
| 3. Theory Question for 8 marks | |
| Q.4 Theory Questions | 16 marks |
| 1. Theory Question for 16 marks | |
| OR | |
| 2. Theory Question for 8 marks | |
| 3. Theory Question for 8 marks | |
| Q.5 Write Short Note | 16 marks |
| 1. Question for 4 marks | |
| 2. Question for 4 marks | |
| 3. Question for 4 marks | |
| 4. Question for 4 marks | |