

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

P. Pages : 1

Time : Three Hours



GUG/W/23/13704

Max. Marks : 80

1. What are the needs for studying consumer Behaviour? 16

OR

What are the needs for market segmentation? 16

2. What factors of Personality impact on Consumer Behaviour? 16

OR

a) Explain the major determinants of Personality? 8

b) Explain the Maslow's Hierarchy of Needs. 8

3. Explain the major Components of Attitude and explain the functions of Attitude. 16

OR

a) Explain the classical conditioning Theory. 8

b) Explain the concept of consumer perception. 8

4. Explain the concept of social class and what are the categories of social class? 16

OR

Explain the socio- Economic profiles of Indian consumers. 16

5. Write short note. 16

i) Difference between consumer and customer. 4

ii) Types of motives. 4

iii) Tri- component attitude model. 4

iv) Concepts of opinion leadership. 4
