

6. (a) What do you understand by group? Explain the different types of groups that influence consumer behaviour. 2+10=12

Or

- (b) What do you mean by opinion leadership? Discuss the importance and characteristics of an opinion leader. 2+5+5=12

7. (a) Explain the concept of perception. Also explain the difference between perception and sensation. 4+8=12

Or

- (b) Discuss the components and sources of attitude of a consumer towards a product. 6+6=12

2022

(Nov/Dec)

COMMERCE

(Discipline Specific Elective)

(For Honours/Non-Honours)

Paper : DSE-501 (Group—III)

(Marketing)

(Consumer Behaviour)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. (a) State whether the following statements are True or False : 1×3=3
- (i) Consumer behaviour refers to the action and decision processes of people who purchase goods and services for personal consumption.

(2)

- (ii) Information search process includes six stages.
- (iii) Social classes are groups of people whose behaviour and lifestyles are different.
- (b) Fill in the blanks : $1 \times 3 = 3$
- (i) _____ approach is the best approach for studying consumer behaviour.
- (ii) _____ is socially acquired.
- (iii) _____ helps in better understanding consumer behaviour.
- (c) Write very short answers of the following questions : $1 \times 2 = 2$
- (i) What is social marketing?
- (ii) What is self-image?
2. Write short notes on any three of the following : $4 \times 3 = 12$
- (a) Self-concept
- (b) Buyers black box
- (c) The Nicosia Model
- (d) Types of reference group
- (e) Different roles of consumer behaviour

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(Continued)

(3)

3. (a) Explain how consumer decision making changes as purchase involvement increases. 12
- Or
- (b) What do you mean by consumer behaviour? Discuss various stages of family life and its buying behaviour. $4+8=12$
4. (a) Explain briefly the concept of consumer research. Discuss the process undertaken in conducting consumer research. $4+8=12$
- Or
- (b) "Marketers do not create needs, needs pre-exist marketers." Discuss. 12
5. (a) Why is it important for a marketer to study the culture? Discuss the elements of culture that influence consumer behaviour. $6+6=12$
- Or
- (b) What is social class? Discuss the relationship between social class and consumer behaviour. $4+8=12$

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(Turn Over)