

Total No. of Printed Pages—4

5 SEM TDC DSE COM (CBCS) 501 (GR-III)

2024

(November)

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 : 1×4=4

(i) Depending on the financial
condition of persons will determine
what they will buy and how much
they are willing to pay or spent on
a product.

- (ii) An inactive problem is one the consumer is aware of or will become aware of in the normal course of events.
- (iii) Window dressing attracts customers.
- (iv) Reference groups that directly influence general or broadly defined values or behaviours are known as Normative Reference Groups.

(b) Fill in the blanks :

1×4=4

- (i) Consumer behaviour is a _____ process relating to buying decisions of the consumer.
- (ii) _____ theory outlines the basic needs of a person wants to fulfil before progressing to more complex needs.
- (iii) Understanding _____ is crucial in creating an effective marketing mix.
- (iv) _____ leads to brand loyalty.

2. Write short notes on any *three* of the following :

4×3=12

- (a) Determinates of consumer behaviour
- (b) Buyers' black box
- (c) Personal factors of consumers
- (d) Reference groups

3. (a) What do you mean by consumer behaviour? Discuss the importance of consumer behaviour. $4+8=12$

Or

- (b) Elaborate the interdisciplinary nature of consumer behaviour. 12

4. (a) What is consumer involvement? What are the various types of consumer involvement? Also discuss the cause and effect of consumer involvements. $4+8=12$

Or

- (b) Discuss the various methods of consumer problem solving. 12

5. (a) Define motivation. How can a consumer be motivated? Discuss the importance of motivation. $2+5+5=12$

Or

- (b) Discuss in detail the impact of social class on consumer behaviour. 12

6. (a) Define personality. What are the factors affecting personality? $4+8=12$

Or

- (b) Define self-concept. Explain the positive and negative self-concept. $4+4+4=12$

7. (a) Discuss the components and sources of attitudes of a consumer towards a product. 6+6=12

Or

- (b) Explain how the economic circumstances and lifestyle of consumers influence the behaviour of consumer. 6+6=12

★ ★ ★