

Total No. of Printed Pages—4

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

**2021**

( Held in January/February, 2022 )

**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. State whether the following statements are True or False : 1×8=8
- (a) Attitude is an element of psychological factors.
- (b) Cultural values keep on changing through the passage of time.

22P/270

( Turn Over )

( 2 )

- (c) Marketing segmentation helps in understanding consumer behaviour.
  - (d) Consumer behaviour is the reaction of individuals in obtaining and using goods and services.
  - (e) Window dressing attracts customers.
  - (f) Exposure is the first stage in the information search process.
  - (g) Consumer's feedback is a useful tool for handling the market situation.
  - (h) Busing process starts with information search.
2. Write short notes on any three of the following :  $4 \times 3 = 12$
- (a) Consumer involvement
  - (b) Decisions rules
  - (c) Buyers Black Box
  - (d) Sub-culture
  - (e) Life cycle of consumers

22P/270

( Continued )

( 3 )

3. (a) What do you mean by consumer behaviour? How does it differ from consumption behaviour?  $4+8=12$
- Or
- (b) Critically analyze the process of consumer decisions.  $12$
4. (a) What do you understand by information search? Discuss the factors influencing information search.  $4+8=12$
- Or
- (b) What do you understand by buying motives? Discuss the importance of consumer motivation.  $4+8=12$
5. (a) What do you understand by reference groups? Discuss about the groups of consumers who are easily influenced by reference groups.  $4+8=12$
- Or
- (b) Discuss in detail the impact of social class on consumer behaviour.  $12$
6. (a) Discuss in detail how socio-cultural factors influence consumer behaviour.  $12$

22P/270

( Turn Over )

( 4 )

Or

- (b) Discuss the personal factors which influence the consumer behaviour. 12
7. (a) Explain the concept of personality and lifestyle in the context of consumer behaviour. 12
- Or
- (b) Discuss the psychological factors of consumer behaviour. 12

\*\*\*