M. COM
Third Semester
CONSUMER BEHAVIOUR
(MCM – 15 B)

Duration: 3Hrs.

Full Marks: 70

Part-A (Objective) =20
Part-B (Descriptive) =50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

Answer any *five* of the following questions:

1. "Consumers' needs are unlimited, customization is the solution." Do you agree? Justify.   (10)

2. "Consumer Research has limitations as it is time bound." Comment on the statement with examples.   (6+4=10)

3. Elaborate the assumptions, objectives and content of Trait Factor Theory of Personality.   (2+2+6=10)

4. Critically argue the relevance of Maslow's Need Hierarchy Theory in present day marketing environment for Products and Services.   (5+5=10)

5. Explain in brief: (5+5=10)

   a) Differentiated marketing strategy

   b) Concentrated marketing strategy

6. Discuss at least five factors affecting diffusion of Innovations in the light of consumer behaviour.   (2×5=10)

7. Why should a retailer devote special attention to its core customers? Evaluate Amazon.com's site from the perspective of the total retail experience.   (4+6=10)

8. What are the unique aspects of service retailing? Explain with examples. What are the different methods available for determining inventory evaluation in Retailing? Discuss any one of them. (5+5=10)

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Duration: 20 minutes   **Marks – 20**

(PART A- Objective Type)

I. Fill in the blanks: 1×5=5

a) Marketing cannot fulfill its role unless _____needs are understood and

   satisfied.

b) The classical conditional Learning theory was initiated by_____.

c) The second stage of Maslow's Hierarchy of needs is_____.

d) When conducting market opportunity analyses, managers may consider populations within

   countries as_____.

e) Value and the Value Chain are subject matter of _____.

II. Choose the correct answer: 1×5=5

1. _____is the process of dividing a market with subsets of consumers with common
   needs.
   a) Market segmentation   b) Targeting
   c) Both a & b   d) None of the above

2. Marketing _____ includes number of variables that affect consumer perception.
   a) Attribute   b) Perception
   c) Stimuli   d) None of the above

3. Consumer behaviour is a _____ process.
   a) Complex   b) Dynamic
   c) Both a & b   d) None of the above

4. _____ research is descriptive in nature.
   a) Qualitative   b) Quantitative
   c) Both a & b   d) None of the above

5. Reference price can be
   a) External   b) Internal
   c) Both a & b   d) None of the above

III. State whether the following are true or false: 1×10=10

a) Market Segmentation can be done on the basis of pricing.

b) Needs generated out of nothing is a characteristics of rational consumer.

c) Generally consumer motivates to buy a product only when it fulfills their Hygiene

   requirements.

d) Emotional Consumers of apparels perceives product from external driven forces.

e) Referral groups play a very minimal role in Consumer Durable products.

f) There should be a balance between the input and output variables- according to the Howarth

   Sheth Model.

g) The decision to go or not to go with consumer durable products in India by and large

   depends on referencing.

h) 'Family believes' plays an important role in attitude formation in Indian condition.

i) Neither Macro nor Micro environment has a major role in retailing.

j) Location and layout analysis for retail stores in India by and large depend on soil structure.

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