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UN – 380

V Semester B.Com. Examination, Nov./Dec. 2015  
(2014-15 & Onwards) (Fresh + Repeaters)  
COMMERCE

5.5 : Elective – 3 : Paper – I : Consumer Behaviour

Time : 3 Hours

Max. Marks : 100

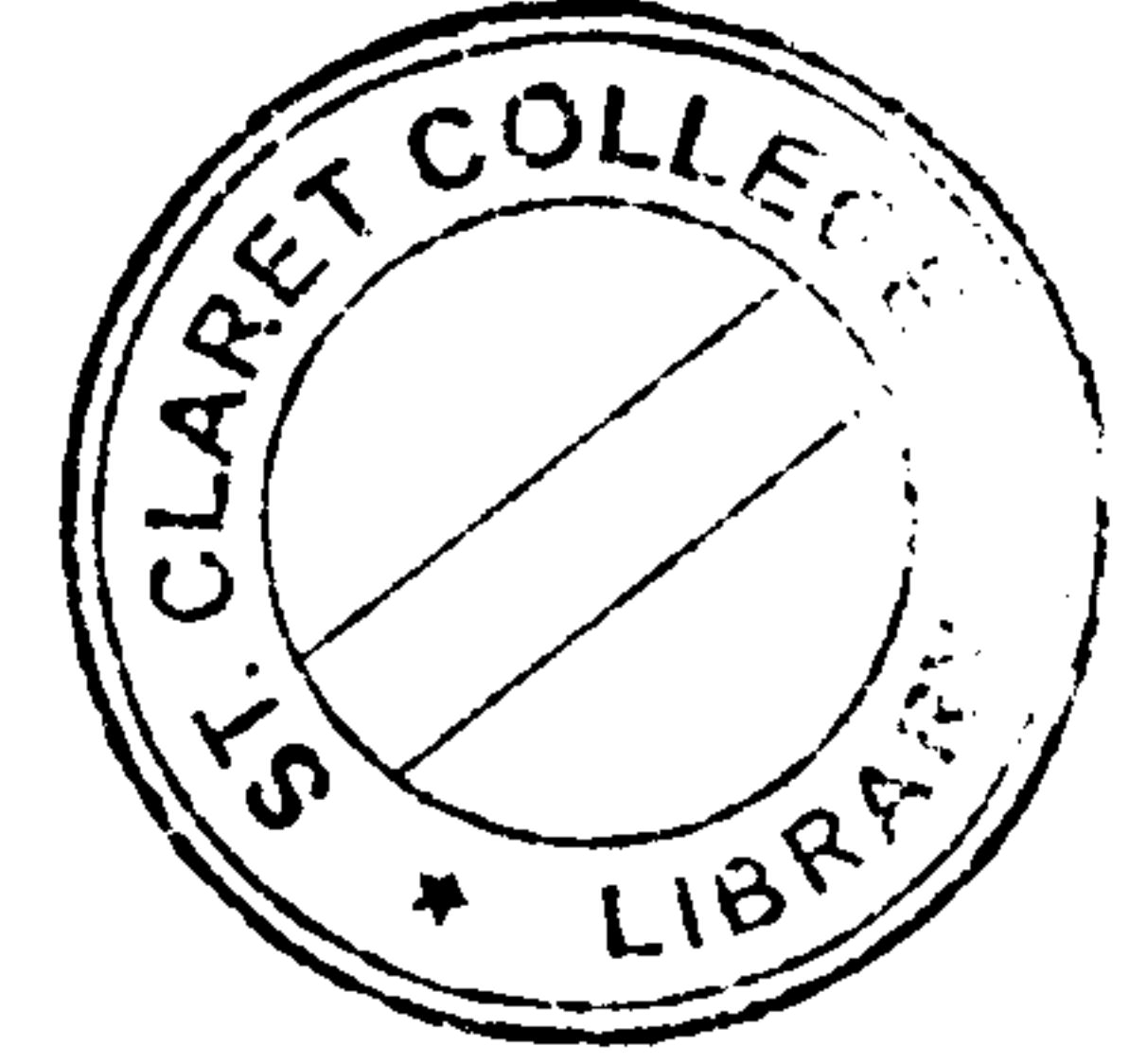
**Instruction :** Answer should be **completely** written either in **English** or in **Kannada**.

SECTION – A

Answer **any ten** sub-questions. **Each** question carries **2** marks :

(10×2=20)

1. a) What is meant by consumer behaviour ?
- b) State any two objectives of Consumer Protection Act.
- c) Give the meaning of group dynamics.
- d) State the components of learning.
- e) Give the meaning of consumer motivation.
- f) State any two theories of personality.
- g) Give the meaning of culture.
- h) What is decision-making ?
- i) Who are Innovators ?
- j) What is social-class ?
- k) What is market segmentation ?
- l) Define attitude.



SECTION – B

Answer **any four** questions. **Each** question carries **eight** marks :

(4×8=32)

2. Briefly explain the consumer learning process.
3. Discuss the advantages and limitations of consumer research.

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4. How does a opinion leader influence purchase behaviour ?
5. State the essential characteristics of a social class.
6. State the characteristics of modern consumer.

### SECTION – C

Answer **any three** questions. **Each** question carries **sixteen** marks : **(3×16=48)**

7. What is motivation ? Critically explain Maslow's need hierarchy theory of motivation.
8. Explain the diffusion of innovation process.
9. Explain the characteristics of culture and its influence on consumer.
10. What is consumerism ? Explain consumer rights.