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| **Program:** | M.Com Part I | **Semester:** | I | **Program Code:** | PGCOM01 |
| **Course:** | Consumer Behaviour | | | **Course Code:** | 59131 |
| **Duration:** | 2 Hours | **Examination Pattern:** | NEP – Autonomous - External | **Max. Marks:** | 50 |

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

**Examination:**

**REGULAR**

| Q. 1 | | **Case Study Analysis** | [10] | CO's | KL's |
|---|---|---|---|---|---|
| | | Riya, a 20-year-old college student, wanted to buy a new smartphone. Her budget was ₹25,000. She compared three brands by checking their prices, camera quality, battery life, online reviews, and features. Although one brand offered a lower price, she finally selected a slightly more expensive phone because her friends recommended it and she trusted the brand. She also preferred the phone because it had a good camera for creating social media content. After, purchasing the phone, Riya was satisfied with its performance and recommended it to her friends. | | | |
| | | **Answer the following questions:** | | | |
| | **(a)** | What factors influenced Riya's purchase decision? | **(02)** | **CO1** | **L1** |
| | **(b)** | Which type of consumer behaviour is reflected in this case? | **(02)** | **CO1** | **L2** |
| | **(c)** | How did social influence affect Riya's decision? | **(02)** | **CO2** | **L3** |
| | **(d)** | What role did perception play in Riya's purchase? | **(02)** | **CO2** | **L3** |
| | **(e)** | What happened after the purchase, and what does it indicate? | **(02)** | **CO3** | **L4** |
| | | | | | |
| **Q. 2** | | **Answer the following.** | **[10]** | **CO's** | **KL's** |
| | **(a)** | Describe the significance of studying Consumer Behaviour. | | **CO1** | **L2** |
| | | OR | | | |
| | **(b)** | Write a note on Consumer Attitude and its functions. | | **CO1** | **L3** |
| | | | | | |
| **Q. 3** | | **Answer the following.** | **[10]** | **CO's** | **KL's** |
| | **(a)** | Explain various internal factors affecting Consumer Behaviour. | | **CO2** | **L2** |
| | | OR | | | |
| | **(b)** | Elaborate the concept of Buyer's Decision Process. | | **CO2** | **L3** |



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| Q. 4 | | **Answer the following.** | **[10]** | **CO's** | **KL's** |
| | (a) | Discuss in detail Classical Conditioning Theory. | | CO3 | L4 |
| | | OR | | | |
| | (b) | Write a note on Habitual Buying Behaviour. | | CO3 | L2 |
| Q. 5 | | **Answer the following.** | **[10]** | **CO's** | **KL's** |
| | (a) | Elaborate online consumer buying process in detail. | | CO4 | L4 |
| | | OR | | | |
| | (b) | Explain the implications of Social Media Marketing on Consumer Behaviour. | | CO4 | L3 |

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