

24U255

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Name :

Reg. No :

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2025

(FYUGP)

CC24UCOM2MN107 - CONSUMER BEHAVIOUR

(B.Com. - Minor Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. Analyse the statement: 'Consumer behaviour is the study of why people buy'. [Level:4] [CO1]
2. Explain the scope of consumer behaviour. [Level:2] [CO1]
3. Analyse the post purchase behaviour. [Level:4] [CO1]
4. Analyse the role of cultural and sub cultural factors in shaping consumer behaviour. [Level:4] [CO2]
5. How can meeting safety needs affect a person's well-being? [Level:2] [CO2]
6. Provide a note on Black box model [Level:3] [CO3]
7. Provide a note on Howard Sheth model [Level:3] [CO3]
8. Explain consumer protection act 1986? [Level:2] [CO4]
9. Examine the term Complainant [Level:4] [CO4]
10. Examine Unfair Trade Practices [Level:4] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. Consumers compares the alternative products and brands. Elaborate the statement in light of consumer decision making process [Level:3] [CO1]
12. Explain the importance of studying consumer behaviour. [Level:2] [CO1]
13. Analyse the statement: 'Human needs are arranged in hierarchy'. [Level:4] [CO2]
14. How does a persons income level affect their shopping preferences? Explain the personal factors affecting consumer behaviour. [Level:2] [CO2]

15. How do various challenges contribute to the complexity of predicting consumer behaviour? [Level:3] [CO3]
16. Compare and contrast between psychoanalytical model and sociological model. [Level:4] [CO3]
17. Analyse the concept of Consumer protection Council. [Level:4] [CO4]
18. Can a consumer file a complaint against a service provider under the Consumer Protection Act, 1986? Explain. [Level:4] [CO4]

(Ceiling: 36 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

19. Analyse the factors affecting consumer behaviour. [Level:4] [CO2]
20. Elaborate consumer rights. Analyse the procedure for disposing of complaints by the district forum. [Level:4] [CO4]

(1 × 10 = 10 Marks)
