

25U252

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Name :

Reg. No :

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2026

(FYUGP)

(Regular/Supplementary/Improvement)

CC24UCOM2MN107 - CONSUMER BEHAVIOUR

(Commerce - Minor Course)

(2024 Admission onwards)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

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

1. Explain the definition of consumer behaviour, and why is it important for businesses? [Level:2] [CO1]
2. Provide any three importance of studying consumer behaviour. [Level:3] [CO1]
3. Explain the scope of consumer behaviour. [Level:2] [CO1]
4. How do reference groups influence a consumer's purchasing decisions? [Level:2] [CO2]
5. How does perception influence a consumer's decision to purchase a product? [Level:2] [CO2]
6. Provide a note on Black box model. [Level:3] [CO3]
7. Provide a note on Nicosia model. [Level:3] [CO3]
8. Differentiate between Restrictive trade practices and unfair trade practices. [Level:4] [CO4]
9. Discuss the term 'Complaint'. [Level:2] [CO4]
10. Analyse the term consumer protection council. [Level:4] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

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

11. You are planning to buy a laptop for college. What are the processes involved in purchase decision making. [Level:3] [CO1]
12. Distinguish between purchase decision and post purchase behaviour. [Level:4] [CO1]
13. Analyse the important psychological factors influencing consumer behaviour. [Level:4] [CO2]

14. How do Socialisation and role of family in shaping consumer behaviour. [Level:2] [CO2]
15. How would you apply contemporary consumer behaviour models to improve customer engagement. [Level:4] [CO3]
16. Analyse the statement: 'Predicting consumer behaviour is complex and challenging'. [Level:4] [CO3]
17. Analyse what does the Consumer Protection Act, 1986, aim to protect consumers from? [Level:4] [CO4]
18. You purchase a new mobile phone, and after two weeks of use, it stops working. What rights do you have as a consumer, and what should you do in this situation? [Level:3] [CO4]

(Ceiling: 36 Marks)

Part C (Essay questions)

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

19. Analyse the following factors affecting consumer behaviour: [Level:4] [CO2]
1) Cultural factors 2) Psychological factors 3) Lifestyle 4) Family and household
20. Examine the redressal agencies provided in the consumer protection act. [Level:4] [CO4]

(1 × 10 = 10 Marks)
