

QP Code: U25B030

Reg. No :

Name :

ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

II SEMESTER (FYUGP) DEGREE EXAMINATION, MARCH 2025

B.A./B.Sc./B.Com/BSW

COM2MN107 : CONSUMER BEHAVIOUR

2024 Admission Onwards

(Credits: 4)

Time: 2 Hours

Maximum Marks: 70

Section A

*Answer **all**. Each question carries 3 Marks (Ceiling: 24 Marks)*

1. Choose the main points of Engel Kollat Model. BTL3
2. Demonstrate Value and Consumer Behaviour. BTL2
3. Analyse the dynamic culture in Consumer Behavior. BTL4
4. Give the meaning of family life cycle. BTL1
5. Explain Marketing Decisions. BTL3
6. Discuss about Consumer Protection Council. BTL3
7. Relate the Psychological influence on Consumer Behaviour. BTL2
8. Analyze a specific family purchase scenario using Sheth Model. BTL4
9. Describe Unfair Trade Practice. BTL3
10. Explain 2 types of Socialization. BTL3

Section B

*Answer **all**. Each question carries 6 Marks (Ceiling: 36 Marks)*

11. What are Post-Purchase Outcomes? BTL1
12. List out the determinants of Personality. BTL4
13. Compare Plaintiff and Complainant. BTL2
14. State Consumer Protection Act. BTL1
15. Illustrate Cultural and Sub-Cultural factors. BTL2
16. What are the key rights and protections that the consumers are entitled to under Consumer Protection Act? BTL1
17. Summarize the challenges in predicting Consumer Behavior. BTL2
18. Explain the important factors affecting Consumer Behavior. BTL1

Section C

*Answer **any one**. Each question carries 10 Marks (1x10=10 Marks)*

19. Explain the interrelationship between the consumer behavior discipline and the marketing concept. BTL2
20. Analyse the "Three tier mechanism of Consumer grievances". BTL4
