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**5 SEM TDC DSE COM (CBCS) 501 GR-III**

**2 0 2 3**

( November )

**COMMERCE**

( Discipline Specific Elective )

( For Honours/Non-Honours )

Paper : DSE-501 (Group—III)

( **Marketing** )

( **Consumer Behaviour** )

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks  
for the questions*

1. (a) State whether the following statements  
are True or False : 1×4=4

(i) Consumer behaviour is the reaction  
of individuals in obtaining and  
using goods and services.

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( Turn Over )

( 2 )

- (ii) Innate needs are considered as primary needs.
- (iii) Family income is a sociological determinant of consumer behaviour.
- (iv) Awareness about a particular product is the first stage in the decision-making process.

(b) Fill in the blanks : 1×4=4

- (i) Organization buying behaviour refers to decision-making in \_\_\_\_\_ organization.
- (ii) Opinion leaders are known as \_\_\_\_\_.
- (iii) \_\_\_\_\_ leads to brand loyalty.
- (iv) \_\_\_\_\_ helps in understanding consumer behaviour.

2. Write short notes on any *three* of the following : 4×3=12

- (a) Motivation vs. Satisfaction
- (b) Stimulus response model
- (c) Psychological factors
- (d) Social class
- (e) Life-cycle stages

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( Continued )

( 3 )

3. (a) Discuss the major factors that influence consumer behaviour. 12

Or

(b) What do you mean by consumer behaviour? Explain the determinants of consumer behaviour. 4+8=12

4. (a) What do you understand by buying motives? Briefly explain different kinds of buying motives. 4+8=12

Or

(b) Define culture. Explain the characteristics of culture. 4+8=12

5. (a) What is the meaning of information search? Explain the factors affecting information search. Elaborate the information search process in consumer behaviour. 2+5+5=12

Or

(b) Discuss about the role of family in consumer decision-making. 12

6. (a) "Lifestyle is the result of such forces as culture, values, resources, symbols, license and sanction." Elaborate the statement. 12

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( Turn Over )

( 4 )

Or

(b) Discuss the concept of value and lifestyle (VALS). Explain the importance of VALS. 6+6=12

7. (a) What is consumer involvement? What are its causes? Explain the types and effects of consumer involvement. 2+5+5=12

Or

(b) Discuss the personal factors which influence consumer behaviour. 12

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( **Marketing** )

( **Consumer Behaviour** )

*Full Marks* : 80

*Pass Marks* : 32

*Time* : 3 hours

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for the questions*

1. (a) State whether the following statements are True or False : 1×4=4
- (i) Depending on the financial condition of persons will determine what they will buy and how much they are willing to pay or spent on a product.

( 2 )

(ii) An inactive problem is one the consumer is aware of or will become aware of in the normal course of events.

(iii) Window dressing attracts customers.

(iv) Reference groups that directly influence general or broadly defined values or behaviours are known as Normative Reference Groups.

(b) Fill in the blanks :  $1 \times 4 = 4$

(i) Consumer behaviour is a \_\_\_\_\_ process relating to buying decisions of the consumer.

(ii) \_\_\_\_\_ theory outlines the basic needs of a person wants to fulfil before progressing to more complex needs.

(iii) Understanding \_\_\_\_\_ is crucial in creating an effective marketing mix.

(iv) \_\_\_\_\_ leads to brand loyalty.

2. Write short notes on any *three* of the following :  $4 \times 3 = 12$

(a) Determinates of consumer behaviour

(b) Buyers' black box

(c) Personal factors of consumers

(d) Reference groups

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( Continued )

( 3 )

3. (a) What do you mean by consumer behaviour? Discuss the importance of consumer behaviour.  $4+8=12$

Or

(b) Elaborate the interdisciplinary nature of consumer behaviour. 12

4. (a) What is consumer involvement? What are the various types of consumer involvement? Also discuss the cause and effect of consumer involvements.  $4+8=12$

Or

(b) Discuss the various methods of consumer problem solving. 12

5. (a) Define motivation. How can a consumer be motivated? Discuss the importance of motivation.  $2+5+5=12$

Or

(b) Discuss in detail the impact of social class on consumer behaviour. 12

6. (a) Define personality. What are the factors affecting personality?  $4+8=12$

Or

(b) Define self-concept. Explain the positive and negative self-concept.  $4+4+4=12$

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( Turn Over )

7. (a) Discuss the components and sources of attitudes of a consumer towards a product. 6+6=12

Or

- (b) Explain how the economic circumstances and lifestyle of consumers influence the behaviour of consumer. 6+6=12

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