

**BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2025**  
**2018, 2019, 2020, 2021, 2022 ADMISSIONS SUPPLEMENTARY**  
**SEMESTER IV - COMPLEMENTARY COURSE 1 (MANAGEMENT STUDIES )**  
**MS4C04B18 - Consumer Behavior**

Time : 3 Hours

Maximum Marks : 80

**Part A**

**I. Answer any Ten questions. Each question carries 2 marks****(10x2=20)**

1. Give an example of how the knowledge of consumer behaviour can be used in business decision making.
2. ABC enterprises buying products for organizational use is different from Mr. A buying toothpaste for family consumption. How?
3. Using Pavlov's experiment as example, explain what is meant by conditioned response.
4. What is consumer learning?
5. Using example, explain Ideal Social Self Image.
6. When a new product is available in an existing, popular brand name, people tend to buy it without second thought. Which perceptual distortion element are we speaking about? Discuss.
7. What is figure and ground?
8. Explain briefly Generation X, Y and Z.
9. What are virtual groups?
10. What do you mean by diffusion of innovation?
11. List the four major components of Nicosia model.
12. What is lexicographic decision rule?

**Part B**

**II. Answer any Six questions. Each question carries 5 marks****(6x5=30)**

13. Discuss the major concepts that consumer behaviour has borrowed from the discipline of Psychology.
14. Discuss the nature of consumer behaviour.
15. Trait theory of personality is called the quantitative theory of personality. Why is it so? Explain.
16. Do you think learning influences consumer behaviour? How? Explain using an example.
17. Jungian theory of personality is an extension of Freudian theory. Do you agree? Substantiate your answer.
18. Individuals are subject to a number of influences that tend to distort their perception – Explain this statement using adequate theory.
19. What are the different types of celebrity appeals? Do you think celebrity appeals matter? Substantiate.
20. Not all decision making receive the same information research. Do you agree? Discuss the different levels of consumer decision making.
21. Watching a film gives emotional pleasure to individual which cannot be obtained from utilitarian consumption and helps them to take some time off from daily routine to experience happiness. Explain hedonic needs .

**Part C**

**III. Answer any Two questions. Each question carries 15 marks****(2x15=30)**

22. The approaches used in the organizational buying and consumer buying differs considerably. Do you agree? Explain in detail by drawing out the differences between the two and adequate examples.
23. Discuss the different personality theories that influence consumer behaviour.

24. Compare and contrast the attitude towards object model and attitude towards behaviour model.
25. Consumer decision making is a complex one. Discuss the steps in the same.