4. Explain the psychological and socio-cultural approaches to consumer behaviour. 14

UNIT-III

5. Choose any two models / theories and explain its relevance with understanding consumer behaviour:

   (a) Maslaw's Need Hierarchy Theory

   (b) Pavloman Theory of Learning

   (c) Freud's Psycho-Analytical Theory

6. What is the importance behind the study of consumer motivation- perception- attitude? Explain the same from the perspectives of a consumer & markert. 14

UNIT-IV

7. What are the different cultural norms influencing the behaviour of an Indian consumer? Explain with proper examples. 14

8. Write a note on the role of social media in the purchasing behaviour of the consumers. 14

UNIT-V

9. Under the Consumer Act, who is considered to be a consumer and who are entitled to file a complaint? Also mention the role of the district forum in resolving a dispute. 4+4+6=14

10. What is the rationale behind the establishment of the Bureau of Indian Standard (BIS)? Also explain the various areas covered under the act for the protection of consumer rights. 7+7=14

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PG (Even) Semester Examination, September, 2023

COMMERCE

(4th emester)

Course No.: COMCC-403 (MR)

(Consumer Behaviour)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

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

Answer any five questions, taking one from each unit.

UNIT-I

1. Explain the meaning of 'Consumer Behaviour' in the Indian Context. How can marketers make the process of 'Problem recognition' and 'Information search' easier for the consumer? Explain in your own words. 4+10=14

2. What are the different factors influencing consumer decision making? Explain them with special reference to a typical Indian consumer. 14

UNIT-II

3. Illustrate and contrast between Howard-Sheth Model and Engel Kollat model. 14