

D 131926

(Pages : 2)

Name.....

Reg. No.....

**THIRD SEMESTER M.Com. DEGREE [REGULAR/SUPPLEMENTARY]
EXAMINATION, NOVEMBER 2025**

(CBCSS)

Master of commerce

MCM3E(M)02—CONSUMER BEHAVIOUR

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

*Answers should be written in **English** only.***Section A***Answer any **four** questions.**Each question carries 2 weightage.*

1. Define the term consumer behaviour.
2. What is qualitative research, in consumer behaviour ?
3. What is meant by market segmentation ?
4. What is meant by consumer involvement ?
5. Who are 'brand loyalists' ?
6. What is meant by consumer perception?
7. Which are the types of consumer needs ?

(4 × 2 = 8 weightage)

Section B*Answer any **four** questions.**Each question carries 3 weightage.*

8. Write a note on SERVPERF technique.
9. What are the implications of consumer involvement, for marketers ?

Turn over

10. What are social factors influencing consumer buying process ?
11. How consumers can be classified according to their involvement with products/service category ?
12. Which are the bases of demographic segmentation ?
13. Explain the role and implications of consumer perception for marketers ?
14. Which are the different types of marketing stimuli ?

(4 × 3 = 12 weightage)

Section C

*Answer any **two** questions.*

Each question carries 5 weightage.

15. Explain the significance of consumer behavior.
16. Explain the psychological factors influencing consumer buying process.
17. Explain the nature of consumer research.
18. Write a note on CRM.

(2 × 5 = 10 weightage)

D 131926–A

(Pages : 4)

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[Improvement Candidates need not appear for MCQ Part]

(Multiple Choice Questions for SDE Candidates)

Time : 20 Minutes**Total No. of Questions : 20****Maximum : 5 Weightage****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

MCM3E(M)02—CONSUMER BEHAVIOUR

(Multiple Choice Questions for SDE Candidates)

1. When a consumers purchase a product for the first time and buys a small quantity than usual, this purchase would be considered as a _____.
(A) Sample. (B) Repeat.
(C) Long term. (D) All of the above.
2. _____ emphasize(s) that profitable marketing begins with the discovery and understanding of consumer needs and then develops a marketing mix to satisfy these needs.
(A) The marketing concept. (B) The strategic plan.
(C) The product influences. (D) The price influences.
3. Many sub-cultural barriers are decreasing because of mass communication, mass transit, and a _____.
(A) Decline in the influence of religious values.
(B) Decline in communal influences.
(C) Strong awareness of brands in the market.
(D) Strong awareness of pricing policies in the market.
4. Consumer purchases are influenced strongly by cultural, social, personal, and _____.
(A) Psychographic characteristics. (B) Psychological characteristics.
(C) Psychometric characteristics. (D) Supply and demand characteristics.
5. A _____ is a group of people with shared value systems based on common life experiences and situations.
(A) Culture. (B) Subculture.
(C) Lifestyle composite. (D) Social class.
6. If a consumer describes a car as being the “most economical car on the market” then this descriptor is an _____.
(A) Rule. (B) Attitude.
(C) Belief. (D) Cue.

7. The buying process can be triggered by a (n) _____ when one of the person's normal needs—hunger, thirst, sex—rises to a level high enough to become a drive.
- (A) Awareness. (B) External stimuli.
(C) Internal stimuli. (D) Experiential motivation.
8. With respect to adopter categories, the _____ are guided by respect, are the opinion leaders in their communities, and adopt new ideas early but carefully.
- (A) Seekers. (B) Innovators.
(C) Early adopters. (D) Early majority.
9. Several characteristics are especially important in influencing an innovation's rate of adoption _____ is the degree to which the innovation may be tried on a limited basis.
- (A) Relative advantage. (B) Synchronization.
(C) Compatibility. (D) Divisibility.
10. The "in" suppliers are most likely to get nervous and feel pressure to put their best foot forward in which of the following types of buying situations ?
- (A) Modified re buy. (B) New task buying.
(C) Straight re buy. (D) Indirect re buy.
11. Considering the major influences on business buyer behavior, as shown in a model in the text, under which influence stage would you expect to find the influences of authority, status, empathy, and persuasiveness ?
- (A) Environmental. (B) Organizational.
(C) Interpersonal. (D) Individual.
12. _____ is the stage of business buying where an organization decides on and specifies the best technical product characteristics for a needed item.
- (A) Problem recognition. (B) General need description.
(C) Product specification. (D) Proposal solicitation.
13. Primary reference groups include _____.
- (A) College students. (B) Office colleagues.
(C) Family and close friends. (D) Sports groups.

Turn over

14. Marketing strategies are often designed to influence _____ and lead to profitable exchanges.
- (A) Consumer decision making. (B) Sales strategies.
(C) Advertising strategies. (D) Export strategies.
15. _____ refers to the buying behavior of final consumers.
- (A) Consumer buyer behavior. (B) Target market buying.
(C) Market segment business. (D) Business buying behavior.
16. _____ develop on the basis of wealth, skills and power.
- (A) Economical classes. (B) Purchasing communities.
(C) Competitors. (D) Social classes.
17. _____ are based on such things as geographic areas, religions, nationalities, ethnic groups, and age.
- (A) Multilingual needs. (B) Cultures.
(C) Subcultures. (D) Product adaptation requirements.
18. _____ is the single factor that best indicates social class.
- (A) Time. (B) Money.
(C) Occupation. (D) Fashion.
19. Generally, the consumers purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision. These Two factors are best described as being.
- (A) The cost and availability of the product.
(B) The attitude of others and the cost of the product.
(C) The availability of the product and unexpected situational factors.
(D) The attitude of others and unexpected situational factors.
20. Understanding consumer buying behaviour is not easy. The answers are often locked deep within the consumers head :
- (A) How much money is the consumer willing to spend ?
(B) How much does the consumer need the product being offered for sale ?
(C) How much does a discount or a coupon affect the purchase rate ?
(D) How do consumers respond to various marketing efforts the company might use ?