

QP Code: <b>D 122695</b>		Total Pages: <b>1</b>	Name:
			Register No.
<b>SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2025</b>			
B.Com/B.Com Professional			
COM2MN107/COP2MN107- Consumer Behaviour			
2024 Admission onwards			
Maximum Time :2 Hours			Maximum Marks :70
<b>Section A</b>			
All Questions can be answered. Each Question carries 3 marks(Ceiling : 24 Marks)			
1	Define consumer behavior.		
2	What is the concept of cognitive dissonance in post-purchase behavior ?		
3	How the nature of household influences buying behavior?		
4	How reference groups influence consumer decisions ?		
5	Discuss the impact of subcultures on consumer behavior		
6	What are the key components of the Black Box Model?		
7	What are the key components of the Nicosia Model?		
8	What is the Engel-Kollat-Blackwell (EKB) Model of consumer behavior?		
9	What is meant by "restrictive trade practices"? Give examples.		
10	Explain the term "consumer" as per the Consumer Protection Act, 1986.		
<b>Section B</b>			
All Questions can be answered. Each Question carries 6 marks(Ceiling : 36 Marks)			
11	What are the objectives of studying consumer behavior ?		
12	Discuss the scope of consumer behavior.		
13	How do social factors impact consumer behavior?		
14	Discuss the importance of customer feedback in the post-purchase stage.		
15	Explain the Sheth Family Decision-Making Model.		
16	Explain the role of District Consumer Disputes Redressal Forum.		
17	What are the functions of the State Consumer Disputes Redressal Commission?		
18	Write a note on Consumer Protection Council		
<b>Section C</b>			
Answer any ONE .Each Question carries 10 marks(1x10=10 Marks)			
19	Explain the Psychological Influences on Consumer Behavior		
20	What are the different approaches to studying consumer behavior?		