

QP Code: D141777		Total Page: 01	Name:
			Register No.
SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2026			
ACCOUNTING AND FINANCE / COMMERCE			
COP2MN107 / COM2MN107: CONSUMER BEHAVIOUR			
2024 Admission onwards			
Maximum Time:2 Hours			Maximum Marks:70
Section A			
All Questions can be answered. Each Question carries 3 marks (Ceiling: 24 Marks)			
1	Define Consumer Behaviour.		
2	What is post-purchase behaviour?		
3	Who is a consumer?		
4	What is personality?		
5	What is culture?		
6	What is the Nicosia model?		
7	What is the Black Box model?		
8	Describe consumer rights.		
9	Point out any two consumer rights.		
10	Who is a plaintiff?		
Section B			
All Questions can be answered. Each Question carries 6 marks (Ceiling: 36 Marks)			
11	Explain the objectives of studying consumer behaviour.		
12	Describe the consumer decision making process.		
13	Explain consumer socialization and the role of family in shaping behaviour.		
14	Write a note on Value and Lifestyle.		
15	Discuss the challenges in predicting consumer behaviour.		
16	Explain the Engel-Kollat-Blackwell (EKB) model.		
17	What are Restrictive trade practices? Discuss its various types.		
18	Explain the features of the Consumer Protection Act, 1986.		
Section C			
Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)			
19	Define consumer behaviour. Explain in detail the various psychological factors affecting consumer behaviour.		
20	Discuss the various approaches to consumer behaviour.		

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ACCOUNTING AND FINANCE / COMMERCE			
COP2MN107 / COM2MN107 Consumer Behaviour			
2024 Admission onwards			
Maximum Time :2 Hours			Maximum Marks :70
Section A			
All Questions can be answered. Each Question carries 3 marks(Ceiling : 24 Marks)			
1	What is the significance of cognitive dissonance in post-purchase behavior?		
2	Discuss the concept of perception		
3	How do consumers' learning affects buying habits?		
4	What is the role of memory in consumer decision-making ?		
5	How the attitude of consumers affect purchase decisions ?		
6	Discuss the psychological approach to consumer behavior.		
7	Discuss the Nicosia Model of consumer behavior		
8	What is the significance of consumer behavior models?		
9	Explain the Black Box Model of consumer behavior.		
10	Who is a plaintiff and complainant, in consumer disputes?		
Section B			
All Questions can be answered. Each Question carries 6 marks(Ceiling : 36 Marks)			
11	What are the cultural influences on consumer decision-making?		
12	Discuss the role of personal factors in shaping consumer behavior.		
13	What is the role of social class in consumer behavior?		
14	What are the different lifestyles, which influence consumer behavior?		
15	What are the different stages in the Sheth Family Decision-Making Model?		
16	What are consumer rights ?		
17	Explain the significance of consumer protection		
18	Describe the jurisdiction and role of the National Consumer Disputes Redressal Commission.		
Section C			
Answer any ONE .Each Question carries 10 marks(1x10=10 Marks)			
19	Explain the different stages of the Consumer Decision-Making Process.		
20	Explain the Challenges in predicting consumer behavior		

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SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2025			
B.Com/B.Com Professional			
COM2MN107/COP2MN107- Consumer Behaviour			
2024 Admission onwards			
Maximum Time :2 Hours			Maximum Marks :70
Section A			
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.		
Section 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		
Section C			
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?		