

Master of Commerce Examination: November 2014
Semester: III (Repeater) (Distance Education)

Day & Date	Semester	Subject Name	Time	Code
Friday 07/11/2014	Semester – III (Repeater)	Consumer Behaviour	11. 00 PM to 02. 00 PM	300002

Note: Attempt any FIVE questions.

- Q1.** Maslow's need hierarchy theory still holds good in today's competitive market.
Comment **20**
- Q2.** Discuss the concept of market segmentation and the bases on which a market can be segmented. **20**
- Q3.** Parent – child influence and children's socialization and fairly new concepts in India.
Discuss **20**
- Q4.** What do you understand by 'Attitude'? Explain various functions & models of Attitude. **20**
- Q5.** Does culture have a positive or negative impact on consumer behaviour? Elaborate. **20**
- Q6.** Elucidate the various underlying factors affecting Consumer Behaviour. **20**
- Q7. Write short notes (Any Two):** **20**
- a) Perception
 - b) Households Consumption Behaviour
 - c) Latest lifestyle trends
 - d) Need for studying Consumer Behaviour

