

D 131926

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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)