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Reg. No. : .....

Name : .....

**Fourth Semester M.Com. Degree Examination, June 2009**  
**(Old Scheme – Prior to 2005 admission)**  
**Elective : MARKETING**  
**CO 243 M – Paper – XV : Consumer Behaviour**

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **all** questions.

1. Define Green Marketing.
2. What is USP ?
3. What do you understand by the mass market concept ?
4. What do you understand by marketing myopia ?
5. What is market segmentation ?
6. What is consumerism ?
7. What is customer delight ?
8. Name the economic factors influencing buying behaviour.
9. What is meant by customer value ?
10. What is meant by customer satisfaction ?

**(10×2=20 Marks)**

SECTION – B

Answer **any five** questions.

11. State the various buying motives.
12. State the factors affecting consumer behaviour.

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13. "The personality traits and attitudes are important guides to consumer behaviour". Discuss.
14. Write a note on customer retention.
15. How does demographic environment influence consumer behaviour ?
16. What is observational research ? Give examples.
17. What are physical store attributes and why are they important ? **(5×5=25 Marks)**

SECTION – C

Answer **any two** questions.

18. What are the major stages in the consumer buying decision process ?
  19. Discuss how companies retain current customers.
  20. Explain the importance of customer relationship marketing.
  21. How can customer satisfaction be measured ? Explain in detail **(2×15=30 Marks)**
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