

**M.Com- 411**

**CONSUMER BEHAVIOUR**

**Max Marks: 100**

**External Marks: 80**

**Internal Marks: 20**

**Time: 3 Hours**

**Note: There will be eight (8) questions in all. The first question is compulsory and consists of six (6) short-questions having four (4) marks each. Answer to these questions should not exceed 150 words. The candidate will be required to attempt any four questions out of remaining seven (7) questions and each question carries fourteen (14) marks each. Duration of each paper will be three (3) hours.**

Consumer Behaviour: Theory and applications; Consumer buying process; Extensive; limited and routine problem-solving behaviours.

Internal Determinants of Consumer Behaviour: Needs, motivation and involvement, Information processing; Consumer Perception; Learning: Attitude and attitude change; Personality; Psychographics; Values and life-style.

External Determinants of Buying Behaviour: Family, reference group and social class; Influence of culture; Sub-cultural aspects of consumer behaviour.

Opinion Leadership and Diffusion of Innovations: Opinion leadership-process, measurement, profile; Innovation, diffusion and adaptation process, Models of buyer behaviour

**REFERENCES**

- Assael, H.: *Consumer Behaviour and Marketing*, South Western Publishing Co., Ohio.  
Bennett, P.D. and H.H. Kassarijion: *Commerce Behaviour*, Prentice Hall, New Delhi. Block and Roering: *Essentials of Consumer Behaviour*, Dryden Press, Chicago.  
Engel, James F., Roser, D. Blackwell and Pual W. Miniard: *Consumer Behaviour*, Dryden Press, Chicago.  
Laudon, D.L.: *Consumer Behaviour*, Tata McGraw Hill, New Delhi.  
Schiffman Leon G. and Lazar Kanuk: *Consumer Behaviour*, Prentice Hall, Delhi.  
Wilkie, William L.: *Consumer Behaviour*, John Wiley & Sons, New York.  
Howard, J.A., Sheth, J.N.: *The Theory of Buyer Behaviour*, John Wiley, New York. Loudon, Delta Bitta and Miniard: *Consumer Behaviour*, McGraw Hill, Inc., New York.