

**Revised : Consumer Behaviour**  
**(Unique Subject Code – PCC4E05)**  
**M.Com. Sem IV**

Theory : 80 Marks

Time: 3 Hours

Practical /Internal Assessment : 20

**Learning Objectives:** To explore the use of various statistical tools, to understand the Descriptive statistics, Computation of Statistics by using Microsoft Excel.

**Unit:1 Introduction Consumer Behaviour 15 Lectures**

1. Nature, Scope and Characteristics of Consumer Behaviour
2. Importance of Consumer Behaviour in Marketing Decision
3. Market Segmentation
4. Targeting and Positioning

**Unit:2 Personality, Motivation and Theories 15 Lectures**

1. Importance of personality
2. Theories of personality- Freudian theory, Jungian theory
3. Characteristics of motivation, Arousal of motives
4. Theories of needs & motivation: Maslow's hierarchy of needs

**Unit:3 Consumer Perception and Attitude 15 Lectures**

1. Consumer Perception
2. Customer Attitude
3. Communication and Consumer Behaviour
4. Behavioural Learning Theories

**Unit:4 Influence on Consumer 15 Lectures**

1. Family and Consumer Behaviour
2. Culture and Consumer Behaviour
3. Determinants of Social Class and characteristics of Social Class
4. Opinion of Leadership Process, Black Box Model of Consumer Behaviour

**Books and References**

1. S.Ramesh Kumar and Anup Krishnamurthy , "Advertising , Branding and Consumer Behavior", Sage Publications, 2021.
2. Ashwathappa K, Organisational Behaviour, Himalaya publisher New Delhi, 2007
3. Luthans F, Organisational Behaviour, McGraw Hill, New Delhi, 2007.
4. Robbins S P, Timothy A. Judge & Sanghi Seema, Organisational Behaviour, Pearson Education, New Delhi, 2009
- 5 Consumer Behavior, Leon Schiffman and Leslie Kanuk, Pearson Publication
- 6 Consumer Behavior: Buying, Having, and Being, Michel Solomon, Pearson Publication

REVISED QUESTION PAPER PATTERN  
OF  
CONSUMER BEHAVIOUR

- Q.1 Theory Questions 16 marks  
1. Theory Question for 16 marks  
OR  
2. Theory Question for 16 marks
- Q.2 Theory Questions 16 marks  
1. Theory Question for 16 marks  
OR  
2. Theory Question for 8 marks  
3. Theory Question for 8 marks
- Q.3 Theory Questions 16 marks  
1. Theory Question for 16 marks  
OR  
2. Theory Question for 8 marks  
3. Theory Question for 8 marks
- Q.4 Theory Questions 16 marks  
1. Theory Question for 16 marks  
OR  
2. Theory Question for 8 marks  
3. Theory Question for 8 marks
- Q.5 Write Short Note 16 marks  
1. Question for 4 marks  
2. Question for 4 marks  
3. Question for 4 marks  
4. Question for 4 marks