



WEST BENGAL STATE UNIVERSITY

B.Com. Minor 2nd Semester Examination, 2025

BCMMIN203T-B.COM. (MINOR)

CONSUMER BEHAVIOUR / FUNDAMENTALS OF COMPUTER

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.
All symbols are of usual significance.*

**The paper consist of two options CONSUMER BEHAVIOUR and
FUNDAMENTALS OF COMPUTER.**

**Candidates are required to answer any one option and
clearly mention it in the answer sheet.**

CONSUMER BEHAVIOUR

GROUP-A

Answer any five questions from the following

2×5 = 10

1. What is reference group?
2. What are attitudes?
3. What is social class?
4. What is consumer motive?
5. What is the meaning of culture?
6. What is Consumer Decision making?
7. What is life style?
8. What is perception?

GROUP-B

Answer any four questions from the following

5×4 = 20

9. Distinguish between Personality and Perception.
10. Describe the method to identify a prospective customer.
11. What are the factors affecting Consumer Behavior?
12. What are the different methods of approaching consumer?
13. Discuss the relationship between social class and culture.
14. Define SERQUAL.

GROUP-C

Answer any two questions from the following

10×2 = 20

15. What are the differences between consumer and organisational buying behaviour?
16. Explain the steps in the process of organisational buying decision making.
17. Explain the steps in the process of evaluation of alternatives.
18. Discuss about the Black Box Model of consumer decision making.