



WEST BENGAL STATE UNIVERSITY
B.Com. Minor 2nd Semester Examination, 2024

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. Define Consumer Behaviour.
2. Define social class.
3. Define consumer perception.
4. Define organisational buying behaviour.
5. Define post purchase behaviour.
6. What is personality?
7. What is attitude?
8. What is learning?

GROUP-B

Answer any four questions from the following

5×4 = 20

9. Differentiate between consumer and organisational buying behaviour.
10. Elaborate on the benefits of studying consumer behaviour.
11. Explain the nature of consumer behaviour.
12. Explain the scope of consumer behaviour.
13. How personality effect consumer behaviour?
14. State the characteristics of organisational buying behaviour.

GROUP-C

Answer any *two* questions from the following

10×2 = 20

15. Explain the different types of reference groups influencing consumer behaviour.
16. Explain how SERVQUAL model can be used in studying consumer behaviour.
- ~~17.~~ Explain the steps in the process of consumer decision making.
18. Discuss the factors effecting organisational buying behaviour.

OR

FUNDAMENTALS OF COMPUTER

GROUP-A

1. Answer any *five* questions from the following:

2×5 = 10

- (a) Define the term 'Operating Systems'.
- (b) Write any two features of 'Cache memory'.
- (c) Distinguish between 'High Level' and 'Low Level' language.
- (d) What do you understand by the terms 'compiler' and 'interpreter'?
- (e) What is machine language?
- (f) Write the full forms of EBCDIC and ASCII.
- (g) Explain the concept of 'Boot Infection'.
- (h) What do you understand by 'Cryptographic Security'?

GROUP-B

Answer any *four* questions from the following

5×4 = 20

2. Differentiate between:

2+3

- (i) Primary and Secondary Memory
- (ii) Fixed Point and Floating Point representation of numbers.

3. Describe the main characteristics of a Distributed Operating System, operating in networked environment.

4. Convert the binary number $(101101)_2$ to 'decimal' and 'octal' equivalents. Show the conversion process in detail.

2+3

5. State the steps of performing 'mail-merge' in word processing in generating the following outputs:

3+2

- (i) Subscription Reminder Notice to two classes of members having two different types of subscription rates.
- (ii) Generating 'Certificate of Participation' to students attending a workshop.

6. Explain in brief the broad classification of computer viruses.

7. State the salient features of first to fifth generations of digital computer systems.