

SEMESTER EXAMINATION-2021
BBA 5TH SEMESTER
BBA-E509 CONSUMER BEHAVIOUR

Time: 3 hour

Max. Marks: 70

Min. Pass: 40%

Note: Question Paper is divided into two sections: **A and B**. Attempt both the sections as per given instructions.

SECTION-A (SHORT ANSWER TYPE QUESTIONS)

Instructions: Answer any **FIVE** questions in about 150 words each. Each question carries six marks. (5 X 6 = 30 Marks)

- 1: Define a customer.
- 2: Describe perception process in brief.
- 3: Explain the difference between culture and sub-culture.
- 4: What are various types of reference groups ?
- 5: Describe post purchase behaviour.
- 6: Describe how are consumer attitude formed?
- 7: What is the influence of family on Consumer Behaviour.
- 8: What is meant by personality?
- 9: Organisational buying behaviour.
- 10: Describe VALS 2 segmentation profile.

SECTION-B (LONG ANSWER TYPE QUESTIONS)

Instructions: Answer any **FOUR** questions in detail. Each question carries 10 marks. (4 X 10 = 40 Marks)

- 11: How can the study of consumer behaviour assist marketers in segmenting markets and positioning products ?
- 12: Explain the different types of Needs. How can marketers make use of these needs for developing promotional strategies for-
 - (a) a small car
 - (b) online education course
- 13: Explain consumer motivation and describe its role in marketing strategy.
- 14: What do you understand by Consumer Decision Making? Discuss in detail the consumer Decision making process model.
- 15: Explain the adoption process.
- 16: What are the factors affecting customer satisfaction.
- 17: What do you understand by consumer learning? Discuss the need for learning and factors affecting learning.
- 18: Write short notes on (any two):
 - (a) Cognitive Dissonance
 - (b) Online Customer Behaviour
 - (c) NICOSIA MODEL

BBA-E509