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Total No. of Pages : 01

Total No. of Questions : 08

**BBA (Sem.-5)**  
**CONSUMER BEHAVIOUR**  
Subject Code : BBA-511-18  
M.Code : 78195  
Date of Examination : 16-07-21

Time : 2 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. Attempt any FIVE question(s), each question carries 12 marks.
  
1. How does consumer decision process change as purchase involvement increases? Give suitable examples to support your answer.
2. 'The field of consumer behavior has certainly evolved'. Do you agree? Comment explaining the utility of Information technology and its impact on consumer behavior.
3. "Consumer perception is the base for their decision making". Substantiate this statement.
4. Describe major characteristics of Freudian and Neo-Freudian personality theories. Illustrate how each theory is applied to the understanding of consumer behavior.
5. Define social class. Discuss in detail the different measures of social class in Indian context.
6. Critically examine the impact of culture and sub-culture on consumer behavior by citing suitable examples.
7. "The diffusion of innovation refers to the tendency of new products, practices or ideas to spread among people." Comment highlighting the elements of diffusion and process of diffusion in detail.
8. Discuss the Howard Sheth model of consumer behavior along with its limitations.

**Note: Any student found attempting answer sheet from any other person(s), using incriminating material or involved in any wrong activity reported by evaluator shall be treated under UMC provisions.**

**Student found sharing the question paper(s)/answer sheet on digital media or with any other person or any organization/institution shall also be treated under UMC.**

**Any student found making any change/addition/modification in contents of scanned copy of answer sheet and original answer sheet, shall be covered under UMC provisions.**