

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.-5)
CONSUMER BEHAVIOUR

Subject Code : BBA-511-18

M.Code : 78195

Date of Examination : 07-06-23

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Write briefly :

- a) Self-image
- b) Opinion Leadership
- c) Post-Purchase Dissonance
- d) Consumer Imagery
- e) Ration Motives vs Emotional Motives
- f) Religious sub-cultures
- g) Explain the diffusion process.
- h) What is the significance of consumer behavior?
- i) Family Life Cycle
- j) Influence of digital technologies on consumer behavior.

SECTION-B

UNIT-I

2. Elaborate the various factors that influence a customer to decide to buy a new car.
3. Explain the online purchase decision process. Discuss the challenges encountered by marketers and consumers.

UNIT-II

4. Describe personality traits theory cite three examples of how personality traits can be used in researching consumer behavior.
5. Describe Maslow's Need Hierarchy Theory and explain its applications in marketing with suitable examples.

UNIT-III

6. Bring out how culture sub-culture, and cross-culture influence consumer buying behavior?
7. Define the term reference group. Discuss the different reference groups that influence consumer's attitudes and behavior citing suitable examples.

UNIT-IV

8. Who are opinion leaders? What role do they play in the development of brands?
9. Discuss the relevance of the Engel-Kollat model in study of consumer behavior.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.