

Roll No.

BBA-401(N)

B. B. A. (Fourth Semester)
EXAMINATION, May, 2018
(New Course)

Paper First

CONSUMER BEHAVIOUR

Time : Three Hours] [Maximum Marks : 70

Note : Attempt questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

(Short Answer Type Questions)

Note : All questions are compulsory. Each question carries 3 marks.

1. (A) Why should a marketer study consumer behaviour ?
- (B) Briefly explain the sociological model of consumer behaviour.
- (C) Define perception.
- (D) What is brand personality ?

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- (E) What are the various consumer roles ?
- (F) What is a 'reference group' ?
- (G) What are the available sources for a consumer during 'information search' stage ?
- (H) Explain the 'Esteem' needs in the Maslow's need hierarchy model.
- (I) Briefly explain the process of organizational buying.
- (J) Briefly explain the services marketing mix.

Section—B

(Long Answer Type Questions)

Note : Attempt any two questions. Each question carries 10 marks. <http://csjmuonline.com>

2. Define consumer behaviour. Explain the steps in the consumer buying decision-making process.
3. Explain either Howard-Sheth or E K B model of consumer decision-making.
4. What is learning ? Explain the theory of cognitive learning citing suitable examples.
5. What is consumer attitude ? How do we measure the consumer attitude ? Explain.

Section—C

(Long Answer Type Questions)

Note : Attempt any two questions. Each question carries 10 marks.

6. How does the family influence a consumer's buying behaviour ? Explain with examples.

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7. What are the various cultural factors that influence consumer behaviour ? Discuss.
8. What factors distinguish organizational buying behaviour from consumer buying behaviour ? Discuss.
9. Explain why the study of Post-purchase behaviour is important for a marketer. Give examples to support your answer.

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