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Roll No.

BBA-603(M1)

B. B. A. (SIXTH SEMESTER)

MID SEMESTER EXAMINATION, 2021

CONSUMER BEHAVIOUR

Time : 1½ Hours

Maximum Marks : 50

Note : (i) Answer all the questions by choosing any *one* of the sub-questions.

(ii) Each question carries 10 marks.

1. (a) "Indian consumers are undergoing a fundamental change in behaviour driven by a desire for a better, more balanced quality of life, with a focus on health, safety, and more family time." Discuss the relevance of studying consumer behavior for marketers in lieu of the given statement.

10 Marks

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(2)

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OR

(b) Explain the Engel Blackwell Miniard Model. 10 Marks

2. (a) "Segmentation, Targeting, and Positioning (STP) is a three-step marketing framework." Evaluate the STP marketing strategy for any existing product or brand. 10 Marks

OR

(b) How the social class of a consumer influence his behavior? Explain with the help of examples. 10 Marks

3. (a) Explain the consumer decision making process in detail with example. 10 Marks

OR

(b) What are the different factors that affect Consumer Behaviour? 10 Marks

4. (a) "People improve or diminish their economic status and experience Social Mobility." In lieu of the given statement, discuss the different types of Social

(3)

OR

(b) Elaborate the concept of Impulse Buying Behaviour. 10 Marks

5. (a) Discuss the changing pattern of Consumer Behaviour in India. 10 Marks

OR

(b) Do you think the family has a role to play in influencing Consumer buying in behaviour? Comment. 10 Marks