

**H**

**Roll No. ....**

## **BBA-603(M1)**

**B. B. A. (SIXTH SEMESTER)**

**MID SEMESTER**

**EXAMINATION, April, 2023**

**CONSUMER BEHAVIOR**

**Time : 1½ Hours**

**Maximum Marks : 50**

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

(ii) Each sub-question carries 10 marks.

1. (a) Define Consumer behaviour. Discuss the nature of consumer behaviour with examples. (CO1)

**OR**

- (b) "People don't buy for logical reasons. They buy for emotional reasons." Critically analyze the above statement with relevant examples. (CO1)

**P. T. O.**

(2)

BBA-603(M1)

2. (a) Interpret scope of consumer behavior with the help of examples. (CO2)

OR

- (b) Illustrate Engel-Kollat-Blackwell Model in context to Indian consumers. (CO2)

3. (a) Explain consumer decision making process in context of a car. (CO3)

OR

- (b) Analyze relevance of Market Research With Consumer Behavior in Indian context. (CO3)

4. (a) "Repeat business or behavior can be bribed. Loyalty has to be earned." Critically analyze the above statement with relevant examples. (CO4)

OR

- (b) Evaluate steps of research process in consumer behavior. (CO4)

(3)

5. (a) "In a consumer society there are inevitably two kinds of slaves : the prisoners of addiction and the prisoners of envy." Critically analyze the above statement with relevant examples. (CO5)

OR

- (b) Formulate strategy to segment market for better understanding of consumer behaviour. (CO5)

BBA-603(M1)

300