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Roll No.

BBA-603(M1)

B. B. A. (SIXTH SEMESTER)
MID SEMESTER EXAMINATION,
April/May, 2022

CONSUMER BEHAVIOUR

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. What is the role of consumer behaviour in marketing strategy ? **10 Marks (CO1)**

OR

- (b) What is consumer behaviour ? Discuss various applications of the discipline. Give examples. **10 Marks (CO1)**

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2. (a) What is the role of social class in marketing ? How is it measured ?

10 Marks (CO2)

OR

- (b) Explain consumer motivation and describe its role in marketing strategy.

10 Marks (CO2)

3. (a) Discuss in detail the consumer decision making process. 10 Marks (CO1 and CO2)

OR

- (b) Elaborate on EBM model of consumer behaviour. 10 Marks (CO1 and CO2)

4. (a) What is cognitive dissonance in consumer post purchase process ? Give example.

10 Marks (CO1 and CO2)

OR

- (b) Discuss various factors which influence the consumer buying behaviour.

10 Marks (CO1 and CO2)

(3)

5. (a) How do marketers influence consumer attitude ? Give examples. 10 Marks (CO2)

OR

- (b) What do you mean by Impulse buying behaviour ? Explain B2B Buyer behaviour. 10 Marks (CO2)

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