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Roll No. ....

## BBA-603(M1)

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

**END SEMESTER**

**EXAMINATION, June, 2023**

**CONSUMER BEHAVIOR**

**Time : Three Hours**

**Maximum Marks : 100**

**Note :** (i) All questions are compulsory.

(ii) Answer any *two* sub-questions among (a), (b) and (c) in each main question.

(iii) Total marks in each main question are **twenty**.

(iv) Each sub-question carries 10 marks.

1. (a) Define consumer behavior and explain the importance of understanding consumers and market segments. (CO1)
- (b) Explain the role of family influences and personal influence on consumer behavior. (CO3)

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- (c) Plan and discuss the importance of cultural factors in determining consumer behavior. (CO5)
2. (a) Why do some marketers feel that lifestyle segmentation is more appropriate than demographic segmentation in present scenario ? Discuss. (CO2)
- (b) What is the role of attitude in consumer buying behavior ? Explain the process of consumer attitude formation and change. (CO1)
- (c) Explain perception. What factors do influence perception ? What are the barriers to perception ? (CO2)
3. (a) Analyze various theories of motivation and its impact on consumer behavior. (CO3)
- (b) "Repeat business or behavior can be bribed. Loyalty has to be earned." Assess your opinion on the above statement with suitable reasons and examples. (CO4)

- (c) Analyze the influence on Consumer behavior by various cultural and economic factors. Elaborate in detail. (CO3)
4. (a) How does reference group influence vary over product categories ? What type of reference group influence can you expect and why ? (CO1)
- (b) Write a detailed note on Social Class with special emphasis on Indian Value System. (CO5)
- (c) Differentiate between Qualitative vs. Quantitative Research in context to Market research on consumer behavior. (CO4)
5. (a) Write a note about Motivation. How can knowledge of motivation theories may help marketing managers ? (CO5)
- (b) Illustrate diffusion of Innovations theory with suitable examples. (CO4)
- (c) Interpret Engel Kollat Blackwell Model of Consumer Behavior in detail. (CO2)