

Printed Pages : 2

Roll No. ....

Questions : 14

Sub. Code : 

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Exam. Code : 

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Bachelor of Business Administration 5<sup>th</sup> Semester  
(2122)

**CONSUMER BEHAVIOUR**

**Paper : BBA-305**

**Time Allowed : Three Hours]**

**[Maximum Marks : 80**

**Note :—** Attempt **four** short answer type questions from Section A.  
Attempt **two** questions each from Section B and C  
respectively.

**SECTION—A**

1. Define Consumer Behaviour. Is there any difference between consumer and customer ?
2. To what extent do you think youth are truly becoming a single, global culture ?
3. What are the determinants of Industrial Buying Behaviour ?
4. How culture and sub-culture affects consumer behaviour ?
5. Explain Cognitive dissonance.
6. 'Consumer Involvement plays a significant role in the buying decision'. Discuss.

5×4=20



### SECTION—B

7. Discuss the scope and relevance of consumer behaviour.
8. What is personality ? Discuss its determinants and various theories of personality.
9. Write short notes on :
  - (a) Perception and Consumer Behaviour
  - (b) Attitude and Consumer Behaviour
  - (c) Social Class and Consumer Behaviour.
10. 'Consumer provides different response in different conditions which is determined by using the Model concept'. Discuss.

15×2=30

### SECTION—C

11. Describe the steps involved in consumer decision making process with appropriate examples.
12. What do you understand by Diffusion of Innovation ? Discuss its influencing characteristics.
13. Discuss the concept of Deliver Value Maximization. Explain various methods for maximization of customer value and satisfaction.
14. 'Organizational Market is entirely different from consumer market'. Discuss the concepts and differentiate.

15×2=30