

(i) Printed Pages: 2

Roll No.

(ii) Questions : 14

Sub. Code :

0	8	8	9
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Exam. Code :

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Bachelor of Business Administration 5th Semester

(1129)

CONSUMER BEHAVIOUR

Paper—BBA-305

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— (1) Attempt any *four* questions from Section-A.

(5×4=20)

(2) Attempt any *two* questions each from Section-B and
Section-C.

(15×4=60)

SECTION—A (5×4=20)

1. Consumer Vs Industrial buying behaviour.
2. Role of Consumer Involvement.
3. Organisational buying behaviour.
4. Steps involved in Buying Decision Process.
5. How are consumer attitudes formed ?
6. What are the basic models of consumer behaviour ?

SECTION—B (15×2=30)

7. Discuss the major determinants of buyer behaviour.
8. Consumer behaviour is strongly affected by perception.
Elucidate this statement.

9. Write short notes on :
- (a) Life Cycle
 - (b) Social Class
 - (c) Reference Groups
 - (d) Culture.
10. Define the concept of buying behaviour. What is its scope ?
Why is it desirable to study it in marketing ?

SECTION—C (15×2=30)

11. Explain the role of consumer behaviour in formulating marketing strategy.
12. What is innovation ? How product characteristics influence diffusion and resistance to innovation ?
13. Explain the role of consumer involvement and customer satisfaction in marketing management.
14. Discuss the 'consumer decision making process' in detail.