

(i) Printed Pages : 3]

Roll No. ....

(ii) Questions : 14]

Sub. Code : 

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Exam. Code : 

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**Bachelor of Business Administration 5th  
Semester Examination**

**1127**

**CONSUMER BEHAVIOUR**

**Paper : BBA 305**

**Time : 3 Hours]**

**[Max. Marks : 80**

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

Each question carries 5 marks.

(ii) Attempt any *two* questions each from Section B

and Section C. Each question carries 15 marks.

**Section-A**

1. What are the features of Consumer Behaviour ?
2. Define Industrial Buying Behaviour.
3. What is the influence of family on Consumer Behaviour ?

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( 1 )

Turn Over

4. What is meant by Cognitive Dissonance ?
5. How are Consumer Attitudes formed ?
6. What are the various roles played by individuals in the Purchase Process ? 4×5=20

### Section-B

7. Define the concept of Buying Behaviour. What is its scope ? Why is it desirable to study this concept in marketing ?
8. Explain the concept of social class and reference groups. Discuss their importance in determining consumer behaviour.
9. What is the relevance of personality and self-concept for understanding consumer behaviour ?
10. Explain the Howard Sheath model of consumer behaviour and discuss its implications on marketing decisions. 2×15=30

### Section-C

11. Explain the various stages of consumer decision making process in detail.

12. What are the challenges that a marketing manager faces with regard to dealing with diversity of consumer behaviour ? Is the study of on-line consumers more difficult ? Discuss.
13. Specify the importance of post purchase behaviour. How can situational influences be managed ?
14. Write notes on the following :
- (a) Diffusion of Innovation
  - (b) Role of consumer involvement.
  - (c) Role of consumer behaviour in marketing strategy.
- 2×15=30