

(i) Printed Pages : 2

Roll No.

(ii) Questions : 14

Sub. Code :

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Exam. Code :

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Bachelor of Business Administration 5th Semester

(2123)

CONSUMER BEHAVIOUR

Paper : BBA-305

Time Allowed : Three Hours]

[Maximum Marks : 80

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

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

SECTION—A

1. What are the features of consumer behaviour ?
2. Write a note on consumer values.
3. What are the various types of reference groups ?
4. Explain diversity of consumer behaviour.
5. Explain the concept of consumer behaviour.
6. Explain the role of consumer behaviour.

4×5=20

SECTION—B

7. What is Industrial buying behaviour ? How is it different from consumer buying behaviour ?
8. Explain the concept of personality. What are the determinants of Personality from consumer behaviour point of view.
9. What are the different models of consumer behaviour ? Discuss any two models of consumer behaviour.
10. What do you mean by family ? How does family influence consumer behaviour ?

2×15=30

SECTION—C

11. Discuss the consumer decision making process in detail.
12. Explain the concept of diffusion of innovation. What are the different stages of diffusion process ?
13. Explain consumer satisfaction roles and buying behaviour.
14. Write a short note on :
 - (a) Role of consumer behaviour in marketing strategy.
 - (b) Consumer behaviour — Interdisciplinary approach.

2×15=30