



NP – 379

**V Semester B.B.A. Examination, February/March 2024
(NEP Scheme) (Freshers)
BUSINESS ADMINISTRATION
5.4/5.5 : Consumer Behaviour (MK1) (Elective)**

Time : 2½ Hours

Max. Marks : 60

Instruction : Answers should be written in **English** only.

SECTION – A

1. Answer **any six** sub-questions. **Each** sub-question carries **two** marks. **(6×2=12)**

- a) What is motivation ?
- b) Define learning.
- c) Give the meaning of values.
- d) What is cross-culture ?
- e) Give the meaning of personality.
- f) What do you mean by attitude ?
- g) What are reference group ?
- h) What do you mean by group dynamics ?

SECTION – B

Answer **any 3** questions. **Each** question carries **four** marks. **(3×4=12)**

- 2. Explain the factors influencing consumer behaviour.
- 3. Write a brief note on motivation.
- 4. What do you mean by change ? Explain the types of change.
- 5. What is culture ? Explain the factors influencing culture.
- 6. Write a brief note on the diffusion process.

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SECTION – C

Answer **any 3** questions. **Each** question carries **twelve** marks.

(3×12=36)

7. Write a note on environmental determinants of consumer behaviour.
 8. Explain the dynamics of opinion leadership process.
 9. Explain the external factors affecting consumer behaviour.
 10. Explain in detail about consumer decision making.
 11. Write a brief note on :
 - a) Group dynamics.
 - b) Consumer reference group.
 - c) Personality.
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