



Term Evaluation (Even) Semester Examination March 2025

Roll no.....

Name of the Course:

BBAD

Semester:

SIXTH (VI)

Name of the Paper:

Consumer Behavior

Paper Code:

BBA 603 M1

Time: 1.5 hour

Maximum Marks: 50

Note:

- (i) Answer all the questions by choosing any one of the sub-questions
- (ii) Each question carries 10 marks.

Q1.

(10 Marks)

a. Explain the concept of consumer behavior and discuss its significance in shaping marketing strategies. How do companies use consumer behavior insights to develop targeted marketing campaigns? *CO-3*

OR

b. Discuss the Engel-Blackwell-Miniard (EBM) model of consumer decision-making. How does this model help in understanding consumer purchasing behavior, and what are its limitations? *CO-3*

Q2.

(10 Marks)

a. Identify and explain the key factors that influence consumer behavior in the Indian context. How do cultural, social, and economic factors shape consumer preferences and choices in India? *CO-2*

OR

b. How does the consumer buying role (initiator, influencer, decider, buyer, user) impact the marketing strategies of firms in India? Provide examples of companies adapting their strategies based on these roles. *CO-2*

Q3.

(10 Marks)

a. What is the consumer decision-making process, and how do marketers use this knowledge to influence consumer choices? Discuss with an example of a real-world marketing campaign. *CO-2*

OR

b. Explain the concept of impulse buying. What psychological and environmental factors drive impulse purchases, and how can marketers effectively use these insights to increase sales? *CO-3*

Q4.

(10 Marks)

a. How does Business-to-Business (B2B) buyer behavior differ from Business-to-Consumer (B2C) behavior? *CO-2*
Discuss with examples of the decision-making process and the factors influencing purchases in the B2B sector.

OR

b. Describe the segmentation process based on social class. How does social class impact consumer behavior in India, and what are the implications for marketers targeting different social classes? *CO-2*

Q5.

(10 Marks)

a. Discuss the relationship between social class and consumer behavior, focusing on how social class mobility influences purchasing decisions and lifestyle choices in India. *CO-2*

OR

b. In the context of Value, Attitude, and Lifestyle (VALS) profiles, explain how understanding these consumer segments helps in devising effective marketing strategies. How can companies use VALS to target different social classes and market segments in India? *CO-3*