

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (2014 to 2017)/B.SIM (2014 & Onwards) (Sem.-4)

CONSUMER BEHAVIOUR

Subject Code : BBA-403

M.Code : 71205

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** consists of **FOUR** Sub-sections : **Units-I, II, III & IV.**
3. Each Sub-section contains **TWO** questions, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

SECTION-A

1. Write short notes on the following :

- a. What is the relationship between perceived value and customer retention?
- b. Discuss the family life cycle concept.
- c. Outline types of motivations.
- d. Discuss role of cognitive dissonance in consumer behavior.
- e. Outline strategies for changing consumer attitude.
- f. Discuss the various forms of selective perception in consumer behavior.
- g. Contrast the traditional family life cycle and the nontraditional family life cycle.
- h. Discuss several specific applications of social class information to consumer behavior.
- i. What is chasm?
- j. Who are opinion leaders?

SECTION-B**UNIT-I**

2. Describe the interrelationship between consumer behavior as an academic discipline and the marketing concept. What is the scope of consumer behavior?
3. Discuss the consumer decision making process (five step model) and outline the factors affecting buying behavior.

UNIT-II

4. Why are motivations the driving force behind consumer behavior? Discuss the difference between hierarchy of needs and trip of needs systems of understanding consumer motivation.
5. Discuss the relationship of personality and consumer diversity. Also trace the shift from consumer materialism to compulsive consumption.

UNIT-III

6. List and explain the factors that determine reference group influence. Describe the five types of reference groups.
7. Write short notes on :
 - a. Family decision making
 - b. Measurement of culture

UNIT-IV

8. Discuss the three stages of consumer decision making in the process component of the decision-making model. Explain the importance of relationship marketing in this process.
9. Discuss in detail consumer adoption process. What are the factors influence the rate of adoption in the market?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.