

Roll No.

Total No. of Pages : 02

Total No. of Questions : 18

BBA (SIM) (Sem.-4)
CONSUMER BEHAVIOUR
Subject Code : BBASM-403-18
M.Code : 77431

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

Explain the following ;

1. Positive and negative motivation
2. Dynamics of perception.
3. Factors influencing cognitive dissonance
4. Attribution theory
5. Self image
6. Factors affecting the target audience's reception of a communication.
7. Elaboration Likelihood model.
8. Baby boomers
9. Consumer involvement theory.
10. Elements of perception.

SECTION-B

UNIT-I

11. What do you mean by diversity in consumer behaviour? List various determinants of individual consumer behavior.
12. Write short notes on following :
 - a) Buyer motives
 - b) Factors influencing consumer purchase behaviour.

UNIT-II

13. Describe how behavior can precede or follow attitude formation from the perspective of cognitive dissonance theory, attribution theory, and self-perception theory.
14. Describe elements of concept of self. Highlight the relationship between these elements and those of brand personality.

UNIT-III

15.
 - a) Identify the consequence of regional and geographic subcultures.
 - b) Discuss the effect of family life cycle stages on consumer behaviour.
16. Briefly discuss the types of social-class categories. Explain the three broad measures of social class.

UNIT-IV

17. What is consumer adoption process? What factors influence the consumer adoption process? What is the role of Chasm in the process?
18. Discuss any 3 models of consumer decision making.

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.