

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

BBA (Sem.-4)
CONSUMER BEHAVIOUR
Subject Code : BB-403
Paper ID : [C0220]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains SIX questions carrying TEN marks each and students have to attempt any FOUR questions.

SECTION-A

1. Answer briefly :

- a) Differentiate between customer and consumer
- b) Features of learning
- c) Social class
- d) Define attitude
- e) Culture
- f) Instrumental learning
- g) Sensation
- h) Subculture
- i) Negative motivation
- j) Characteristics of opinion leaders

SECTION-B

2. *“The study of Consumer behaviour is of vital importance to marketers in shaping the fortunes of their organizations.”* In lieu of this statement, explain briefly the nature and scope of consumer behaviour.
3. Define personality. Critically examine the Freudian stages of personality development.
4. Explain the term motivation. Also discuss in detail the types and systems of needs hierarchy.
5. Define perception. Also explain in detail absolute and differential threshold.
6. Explain the term reference groups. Also discuss in detail the factors affecting reference groups.
7. Write detailed note on :
 - a) Opinion leadership
 - b) Tricomponent attitude model

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