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# BBA (2013 to 2017)/B.SIM (2014 & Onwards) (Sem.-4)

## **CONSUMER BEHAVIOUR**

Subject Code: BBA-403 Paper ID : [A2373]

Time: 3 Hrs. Max. Marks: 60

#### **INSTRUCTION TO CANDIDATES:**

- 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.
- Student has to attempt any ONE question from each Sub-section.

#### **SECTION-A**

- Its Ranker com 1. Write short notes on the following:
  - a) Define learning.
  - b) Steps in buying process.
  - c) Define Motivation.
  - d) Adoption process.
  - e) Differentiate perception and attitude.
  - f) Define consumer behaviour.
  - g) Post purchase behaviour.
  - h) Culture vs. Subculture.
  - i) Group decision making.
  - j) Reference groups.

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#### **SECTION-B**

#### **UNIT-I**

- 2. What do you mean by Consumer Behaviour? Discuss the applications of consumer behaviour at the micro and macro level.
- 3. Write a detailed note on recent development in modelling buying behaviour. Discuss various categories of adopters with the help of example.

#### **UNIT-II**

- 4. Define perception. Discuss how the perception is playing an important role in consumer behaviour.
- 5. Critically examine the personality theory of consumer behaviour and also discuss its impact on consumer knowledge? Give suitable examples.

#### **UNIT-III**

- 6. What is meant by reference group? Should marketers attempt to influence reference group rather than consumers? Explain.
- 7. Elaborate the family life cycle and also discuss family decision making process.

### UNIT-IV

- 8. Explain the concept of Group Decision Making. Explain its role in consumer decision making process.
- 9. Who are opinion leaders? What is the role played by opinion leaders in consumer behaviour?

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