

Roll No.

BBA-401(N)

B. B. A. (Fourth Semester) EXAMINATION, May, 2017

(New Course)

Paper First

CONSUMER BEHAVIOUR

Time : Three Hours] [Maximum Marks : 70

Note : Attempt questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A 3 each

(Short Answer Type Questions)

Note : All questions are compulsory.

1. (A) Define consumer behaviour.
- (B) What are the various steps in the consumer research process ?
- (C) Briefly explain the Economic model of consumer behaviour.
- (D) Differentiate between individual and organisational buying behaviour.
- (E) What is a reference group ?

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- (F) What do you understand by post-purchase behaviour ?
- (G) Draw a diagram representing Family Life Cycle.
- (H) Briefly explain Maslow's hierarchy of needs.
- (I) What is 'self-concept' ?
- (J) What do you understand by 'cognitive dissonance' ?

Section—B

10 each

(Long Answer Type Questions)

Note : Attempt any *two* questions.

- 2. What is the need of studying consumer behaviour for a marketer ? Explain citing suitable examples.
- 3. Explain either Nicosia or EKB model of consumer decision making.
- 4. What is perception ? Explain the elements of the perceptual process citing suitable examples.
- 5. What is learning ? Explain the theory of classical conditioning of learning with suitable marketing related examples.

Section—C

10 each

(Long Answer Type Questions)

Note : Attempt any *two* questions.

- 6. How does culture influence a consumer's decision making process ? Explain with examples.

7. Explain the various personal factors that might influence a consumer's decision making while buying a car.
8. What factors influence Industrial markets ? Explain with examples.
9. What are services ? How are services different from goods ? Explain.