

Roll No.....

MAY 2014
BBA(Sem. 4th)

Total No. of Pages : 02

Total No. of Questions : 09

CONSUMER BEHAVIOUR

Subject code: BBA-403(2014 Batch)

Time: 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section A is compulsory
- 2) Attempt any one question from each unit in Section - B

Section – A

Q1 a) Define consumer behaviour.

b) What do you understand by negative motivation?

(10X 2= 20)

c) Explain the concept of consumer attitude.

d) Discuss the nature of perception.

e) Define family life cycle.

f) What do you understand by reference group?

g) Explain the concept of diffusion of innovation.

h) State the meaning of adoption process.

i) What is consumer decision making?

j) Define sub-culture.

Section- B

Unit-I

(4 X 10= 40)

Q2) Discuss the different stages of consumer decision making in detail.

OR

Q3) What are the areas of consumer behaviour application in the marketing?

Unit-II

Q4) Critically examine the role of consumer motivation in their decision making?

OR

Q5) Explain the concept of personality. What are the determinants of personality?

Unit-III

Q6) Discuss the approaches for measuring the social class.

OR

Q7) Describe the influence of culture and subculture in consumer behaviour?

Unit-IV

Q8) What are the different stages of diffusion process?

OR

Q9) Name different models of consumer decision making. Discuss any two important models of consumer behaviour ?
