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Total No. of Pages: 02
Total No. of Questions: 09

BBA (Sem.-4th)
CONSUMER BEHAVIOUR
Subject Code: BBA-403
Paper ID: [A2373]

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATE:

- 1. Section –A is compulsory and attempt any one question from each unit in Section B.)**

SECTION-A

(10x2=20)

Q.1. Answer Briefly:

- (a) Define consumer.
- (b) Define Buyer.
- (c) Define Type A Personality
- (d) What is Social Setting
- (e) Define Diffusion
- (f) Define sub Culture
- (g) Define Trio of Needs
- (h) Define family Life Cycle
- (i) Define Negative Motivation
- (j) What is Consumer Behaviour

SECTION-B

(4x10=40)

UNIT-I

- Q.2.** Discuss the application of Consumer Behaviour.
- Q.3.** Discuss in detail the Consumer Decision making process (Five step model) in detail.

UNIT-II

- Q.4.** Discuss the types and system of needs hierarchy.
- Q.5.** Discuss in detail the attitude-its concept and elements with reference to consumer behaviour.

UNIT-III

- Q.6.** Discuss Family as a reference group. Explain Social Class and its measurement.
- Q.7.** Discuss the impact of culture and its influence on consumer behaviour.

UNIT-IV

- Q.8.** What is opinion leadership? Discuss Explain Consumer decision making Process.
- Q.9.** Discuss various models of consumer decision making.

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