

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

BBA (2012 & Onward Batches) (Sem.-4)

CONSUMER BEHAVIOUR

Subject Code : BBA-403

Paper ID : [A2373]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **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.**
4. **Student has to attempt any ONE question from each Sub-section.**

SECTION-A

I. Write briefly :

- a) What Is Consumer Behaviour?
- b) Define Consumer Motivation.
- c) Discuss Consumer Attitude.
- d) What do you mean by Product Personality?
- e) Nature of social class.
- f) Meaning of opinion leaders.
- g) Characteristics of culture.
- h) Define Reference Groups.
- i) What do you mean by diffusion of innovations?
- j) What is Post-consumption Evaluation?

SECTION-B

UNIT-I

2. Define consumer buying behaviour. Also discuss the external and internal factors that influence consumer behaviour.

OR

3. Describe consumer decision process model.

UNIT-II

4. Can marketing efforts change consumer's needs? Discuss why or why not.

OR

5. Explain the concept of perception. How does it influence consumer behaviour?

UNIT-III

6. Discuss the family decision making and its impact on social and cultural setting of the consumer.

OR

7. What determines the degree to which a subculture will influence an individual's behaviour.

UNIT-IV

8. Explain the concept of Diffusion of innovation. What are different stages of Diffusion Process?

OR

9. Describe various views of consumer decision making.