

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

BBA (2012 & Onward Batches)
Bachelor In Service Industry Management (SIM) (2014 Batch) (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

Q1) Write briefly :

- a) Define consumer.
- b) What do you mean by purchase behaviour?
- c) Discuss positive motivation.
- d) Define product personality.
- e) Discuss the importance of reference groups.
- f) What is family decision making?
- g) Define culture.
- h) Discuss the characteristics of opinion leaders.
- i) What do you mean by diffusion of innovations?
- j) What are the different types of consumer decisions?

SECTION-B

UNIT-I

- Q2) What do you understand by consumer behavior? Describe areas of consumer behavior application in marketing.
- Q3) Describe different factors affecting buying behavior.

UNIT-II

- Q4) Why are consumer's needs and goals constantly changing?
- Q5) What is personality traits theory? Give examples of how personality traits can be used in consumer behaviour.

UNIT-III

- Q6) What do you understand by Reference Group? What are those factors that affect the reference group?
- Q7) Why is the study of culture important to the marketer?

UNIT-IV

- Q8) What do you understand by Adoption Process? Discuss in detail different stages in the Adoption Process.
- Q9) Briefly describe different models of consumer decision-making.