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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 & Onwards)
(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

1. Write briefly :

- a) Who is individual buyer?
- b) What do you understand by purchase behaviour?
- c) Positive motivation.
- d) Types of needs hierarchy.
- e) Features of Attitude.
- f) State elements of perception.
- g) Discuss functions of family.
- h) Define Opinion leaders.
- i) Characteristics of culture.
- j) Define consumer decision making.

SECTION-B

UNIT-I

2. Discuss five step consumer decision making process model.
3. Explain how external and internal factors influences consumer behaviour and its application in marketing.

UNIT-II

4. *“Marketers do not create needs, needs pre-exist marketers”*. Discuss.
5. What is personality traits theory? Give examples of how personality traits can be used in consumer research.

UNIT-III

6. Why is the study of culture important to the marketer?
7. What do you understand by the concept of reference groups? What are those factors that affect the reference groups?

UNIT-IV

8. Discuss in detail different stages in the Adoption process.
9. Describe different models of consumer decision-making.