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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

M Code: 71205

Subject Code: BBA-403

Paper ID: [A2373]

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

SECTION A

1. a) Discuss scope of consumer behaviour discipline.
b) Outline trio of needs.
c) Discuss various factors which influence the consumer buying behaviour.
d) What are various elements of perception?
e) How do marketers influence consumer attitude? Give examples.
f) Outline functions of family in consumer decision making process.
g) What is cognitive dissonance in consumer post purchase process?
h) Elaborate on ELM model of consumer behaviour?
i) Outline adoption process?
j) Outline method of measuring social class.

SECTION B

Unit I

2. What is consumer behaviour? Discuss various applications of the discipline? Give examples.
3. Discuss in detail the consumer decision making process?

Unit II

4. What is positive and negative motivation? What can a company do to help a customer deal with motivational conflict? Give examples.
5. Discuss the rationale and importance of consumer personality and brand personality? Give examples.

Unit III

6. Write short notes on following
 - a) Reference groups.
 - b) Family life cycle
7. Discuss effect of culture on consumer decision making? How can marketers deal with these influences in consumer behaviour?

Unit IV

8. Discuss the process of diffusion of innovations? How is it different from adoption process?
9. Write short notes on
 - a) Opinion leadership
 - b) 3 stage model of consumer decision making