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Total No. of Pages : 02

Total No. of Questions : 09

BBA (2013 to 2017)/B.SIM (2014 & Onwards) (Sem.–4)

CONSUMER BEHAVIOUR

Subject Code : BBA-403

M.Code : 71205

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 short notes on the following :

- a) Outline factors effecting consumer decision making process.
- b) Identify the various types of needs.
- c) What is product personality? Give examples.
- d) Discuss elements of perception.
- e) What is reference group?
- f) Who is a family group?
- g) Outline the process of diffusion.
- h) Differentiate between Opinion leader and opinion seeker.
- i) What is enculturation?
- j) What is cognitive dissonance?

SECTION-B

UNIT-I

2. Discuss in detail the consumer decision making process.
3. Write short notes on following :
 - a) Application of consumer behaviour in marketing
 - b) Cross disciplinary nature of consumer behaviour

UNIT-II

4. Explain Consumer Motivation. How does the need hierarchy theory influence Consumer Behaviour?
5. Describe major characteristics of Freudian and Neo Freudian personality theories. Illustrate how each theory is applied to the understanding of consumer behaviour.

UNIT-III

6. Discuss the role of socio-cultural dimensions in consumer behaviour.
7. Write short notes on following :
 - a) Stages of family life cycle
 - b) VALS

UNIT-IV

8. What is the difference between innovators, early adopters and laggards? List strategies companies can adopt to reach mass market? Give examples.
9. Compare and contrast consumer behaviour across pre purchase, purchase and post purchase models of consumer decision making.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.