

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA(Sem.-5)

CONSUMER BEHAVIOUR

Subject Code : BBA-511-18

M.Code : 78195

Date of Examination : 25-11-2023

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. Answer briefly :

- a) Define the nature and scope of consumer behaviour.
- b) Explain consumer decision-making process.
- c) Emerging trends in consumer behaviour
- d) Describe the concept of consumer motivation.
- e) Explain the concept of consumer imagery.
- f) Define reference groups and their influence on consumer behaviour.
- g) Elaborate on the functions of a family in the context of consumer decision making.
- h) Discuss the impact of culture and subculture on consumer behaviour.
- i) Explain the concept of opinion leadership.
- j) Describe the diffusion of innovations process in consumer behaviour.

SECTION-B

UNIT-I

2. Discuss the factors affecting consumer buying behaviour. Provide examples to illustrate these factors.
3. Analyze the use of information technology and AI in consumer profiling and engagement in the online space.

UNIT-II

4. Explain consumer motivation. Discuss the hierarchy of needs and how it influences consumer behaviour.
5. Discuss the role of personality and self-concepts in consumer behaviour. Provide examples of products associated with specific personalities.

UNIT-III

6. Describe the concept of reference groups and the factors that affect them in consumer behaviour. Provide examples of how reference groups influence purchasing decisions.
7. Explain the impact of social class and culture on consumer behaviour. How do these factors shape consumer preferences and choices?

UNIT-IV

8. Compare Howard Sheth and Engel-Blackwell-Kollat models of consumer decision - making. Discuss their strengths and weaknesses.
9. Analyze the diffusion process and adoption process in consumer behaviour. Provide real - world examples of products that have gone through these processes.

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