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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 : 09-12-2024

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. Write briefly :

- a) What is the significance of consumer behavior?
- b) Define social class.
- c) Who are laggards?
- d) Types of needs
- e) What is 'cognitive dissonance' in consumer behavior?
- f) What are the steps in the consumer purchase decision process?
- g) Indirect Reference group.
- h) Family Life Cycle
- i) Elements of Perception
- j) Consumer Motivation.

SECTION-B

UNIT-I

2. Define consumer behavior Discuss the scope and need for studying consumer behavior.
3. Explain the use of Information technology and AI in consumer profiling and engagement

UNIT-II

4. Describe the major characteristics of Freudian and Neo-Freudian Personality theories. Illustrate how each theory is applied to the understanding of consumer behavior.
5. Explain the concept of Perception. How is it going to influence consumer behavior?

UNIT-III

6. Define the term reference group. Discuss the different reference groups that influence consumer's attitudes and behavior citing suitable examples.
7. Define Culture. Highlight the Indian core values. How are these core values relevant to consumer behavior?

UNIT-IV

8. What is Adoption Process? Discuss in detail the different stages in the Adoption Process
9. As a marketer how would you explain the significance of 'NICOSIA MODEL'?

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.