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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 : 26-06-2025

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. Explain the significance of understanding consumer behaviour in marketing.
- b. What is consumer Imagery?
- c. Explain consumer engagement in the online space?
- d. Discuss the concept of negative consumer motivation.
- e. Define personality in the context of consumer behaviour.
- f. Explain the elements of perception and their importance in consumer decision making.
- g. Define the term family life cycle.
- h. Discuss the family's significance in the consumer decision-making process.
- i. Explain the concept of adoption process in consumer decision making.
- j. Name consumer decision making models.

SECTION - B

UNIT - I I

2. Explain consumer decision making process with examples.
3. Analyze the impact of emerging trends in consumer behaviour in the online space, focusing on the use of information technology and AI.

UNIT - II

4. Explain positive and negative consumer motivation. Differentiate between needs and goals of consumers.
5. What are the different elements of perception? How does consumer attitude play a role in consumer behaviour?

UNIT - III

6. Explain family decision making process. Explain how social cycle is measured?
7. Examine the role of social class and culture in shaping consumer preferences and behaviours. Give examples to illustrate.

UNIT - IV

8. Explain Nicosia Model and Engel-Blackwell-Kollat models of consumer decision-making. Discuss their strengths and weaknesses.
9. Explain opinion leadership and accordingly analyze the diffusion of innovations process and its significance in consumer behaviour.

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.