

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 :26-11-2025

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. Importance of Consumer behavior.
 - b. Self-image
 - c. Opinion Leadership
 - d. What are the various roles played by individuals in the Purchase Process?
 - e. Post-Purchase Dissonance
 - f. Social class
 - g. Positive & Negative Motivation.
 - h. Diffusion of innovation.
 - i. What is meant by Cognitive Dissonance?
 - j. Consumer Imagery

SECTION - B

UNIT - I

2. Briefly state the various stages of the consumer decision-making process that a consumer will go through when purchasing a laptop for the first time.
3. Explain the use of Information technology and AI in consumer profiling and engagement.

UNIT - II

4. Discuss the trait theory of personality and its elements. How personality influences consumer behavior?
5. Discuss the elements of perception in detail.

UNIT - III

6. Define culture. What are the most important characteristics of culture that reflect its nature? Why is the study of culture important to marketers?
7. Define the term reference group. Discuss the different reference groups that influence Consumer's attitudes and behavior citing suitable examples.

UNIT - IV

8. What is the Adoption Process? Discuss in detail the different stages in the adoption process.
9. Explain the Howard Sheath model of consumer behavior and discuss its implications on marketing decisions.

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.