

# Question Paper Code : 1739

BBA (Semester - II) Examination, 2018

CONSUMER BEHAVIOUR

OC/BP

( BBA-203 )

Time : Three Hours]

[Maximum Marks:70

**Note :** Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Discuss the following in short : [3x10=30]
- (a) Buying roles
  - (b) Brand loyalty
  - (c) Motives and its types
  - (d) Distinction between consumer and customer
  - (e) Extensive buying behaviour & Regular buying behaviour
  - (f) Learning

- (g) Satisfaction and Customer Delight
- (h) Perception
- (i) Personality
- (j) VALS

#### UNIT-I

- 2. What is consumer behaviour ? What importance does it hold and why it should be studied ? [10]
- 3. Critically analyse the factors influencing consumer behaviour. [10]

#### UNIT-II

- 4. Differentiate between Maslow's need hierarchy theory and Hertzberg's Two factor theory. [10]
- 5. What is an attitude ? Discuss the attitude model to understand how attitudes influence the purchase decision. [10]

#### UNIT-III

- 6. Analyse the stages of consumer decision-making. [10]

- 7. Highlight the major difference between individual buying and organisational buying. Which factors influence organisational buying and why ? [10]

#### UNIT-IV

- 8. Explain the variety of consumer buying exhibited, depending upon different situations. [10]
- 9. Write briefly on : [2x5=10]
  - (a) Branding
  - (b) PLC

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