

Section-B

(Short Answer Questions)

Note : Attempt any two questions out of the following three questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words.

2 × 7½ = 15

6. "Consumer Behaviour as a field of study examines external influences on consumption decision." Explain.
7. Illustrate users and influencers.
8. Define attitude and process involved in the formation of attitude.

Section-C

(Detailed Answer Questions)

Note : Attempt any three questions out of the following five questions. Each question carries 15 marks. Answer is required in detail. 3 × 15 = 45

9. What do you mean by post purchase evaluation? Why is it important to study the post purchase evaluation?

18092

BBA Examination, June-2023

CONSUMER BEHAVIOUR

BBA-401

(New Course)

Time : 3 Hours]

[Maximum Marks : 75

Note : Attempt all the sections as per instructions.

Section-A

(Very Short Answer Questions)

Note : Attempt all the five questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.

1. Define Consumerism. 3
2. Explain buyer's black box. 3
3. What do you mean by perception? 3
4. What do you understand by diffusion of innovation? 3
5. List the stages involved in buying process? 3

10. Explain Maslow's hierarchy of needs theory in view of consumer behaviour and discuss its marketing implications.
11. Discuss any three models of consumer behaviour of your choice.
12. List some consumer issue. Illustrate the various strategies how marketer responds to consumer issue.
13. "Innovation is the need of hour". How research is helpful in understanding consumer behaviour in Indian Perspectives. Give atleast two current examples.