

Question Paper Code : 1745

BBA (Semester-IV) Examination, 2018

CONSUMER BEHAVIOUR

[BBA-406]

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. Write short notes on the following : [3x10=30]
- (a) Factors influencing purchase decision of a consumer
 - (b) Absolute threshold and differential threshold
 - (c) Subliminal perception
 - (d) Essence of the classical conditioning theory
 - (e) Tri-component attitude model
 - (f) Comparative reference group
 - (g) Meaning and definition of diffusion of innovation

- (h) Marketing applications of McClelland's Achievement Motivation theory
- (i) Differences between industrial buying and consumer buying
- (j) Opinion leaders

UNIT-I

2. List down the bases of market segmentation. Discuss the advantages of market segmentation. [10]
3. Discuss the external factors influencing attention/perception. Explain how marketers make use of these concepts in influencing the perceptions of consumers towards a product or brand. [10]

UNIT-II

4. What are attitudes ? Discuss the factors involved in attitude formation. [10]
5. Explain Abraham Maslow's hierarchy of needs theory and discuss its marketing applications with examples. [10]

UNIT-III

6. Discuss the three types of buying decisions involved in industrial buying process. [10]

7. Discuss the different factors affecting industrial buying behaviour. [10]

UNIT-IV

8. How do consumer innovativeness, dogmatism and variety-novelty seeking behaviours (traits) influence the behaviour of consumers ? Discuss. [10]
9. Define Reference Groups and list their types. Discuss the factors which play a role in reference group influences. [10]

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