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BBA-IV Sem.

Roll No. ....

**18055**

**B. B. A. Examination, May 2017**

**Consumer Behaviour**

**(BBA-401)**

**(New)**

*Time : Three Hours]*

*[Maximum Marks : 75*

**Note:** Attempt questions from all Sections as per instructions.

**Section-A**

**(Very Short Answer Questions)**

Attempt all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.  $3 \times 5 = 15$

1. What is meant by Consumer ?
2. Describe in brief the scope of Consumer Research.
3. What is Learning model of Consumer Behaviour ?
4. What is meant by Attitude ?
5. What is opinion leadership ?

(2)

**Section-B**

**(Short Answer Questions)**

Attempt any *two* questions out of the following three questions. Each question carries  $7\frac{1}{2}$  marks. Short answer is required not exceeding 200 words.  $7\frac{1}{2} \times 2 = 15$

6. How economic factors affect consumer behaviour?
7. Describe in brief the techniques of Survey method.
8. What are the main factors which affect consumer satisfaction ?

**Section-C**

**(Detailed Answer Questions)**

Attempt any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail.  $15 \times 3 = 45$

9. Explain the various steps involved in the consumer decision-making process.
10. Describe the main steps which are undertaken in Consumer Research process.
11. Define attitude change strategies in detail.
12. What do you mean by the term 'Personality' ? Describe also the nature and determinants of personality.
13. How do the organizational buyers make their buying decisions ?