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(20518)

Roll No. ....

B.B.A-IV Sem.

18055

B.B.A. Examination, May 2018

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)**

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

3×5=15

1. What do you mean by the term 'Personality'?

P.T.O.

2. Define various style of leadership.
3. What is Economic model of Consumer behaviour.
4. Describe in brief the need of Consumer Research.
5. What disciplines have contributed to the study of Consumer behaviour?

**Section - B**

6. Name and describe the type of consumer buying behaviour.  $7\frac{1}{2} \times 2 = 15$
7. What is Perception? Explain the factor affecting perception.
8. What is the nature of reference group? What kind of power reference group can exert on consumer.

**Section - C**

9. What are Attitude? What function attitude perform to help consumer?  $15 \times 3 = 45$

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10. "Organisational buying decisions are totally rational" Discuss.
11. What is meant by Consumer learning? What are the major factors influence learning?
12. What is a Sample? Why does a researcher use a sample? How is a sample taken?
13. Why do organization fail to deliver consumer satisfaction.