

(20519)

Roll No. ....

Total Questions : 13 ]

[ Printed Pages : 3

**18055**

B.B.A. IVth Semester Examination, May-2019

**CONSUMER BEHAVIOUR**

(BBA-401)

*Time : 3 Hrs. ]*

*[ M.M. : 75*

*Note :-* Attempt all the Sections as per instructions.

**Section-A**

(Very Short Answer Type Questions) 3×5=15

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

1. Why consumer behaviour is called behavioural science ?
2. What are the traditional models of consumer behaviour ?

3. What is a reference group ?
4. Discuss the concept of 'Culture'.
5. Write a short note on 'Service'.

**Section-B**

(Short Answer Type Questions) 7½×2=15

*Note :-* This Section contains three questions. Attempt any *two* questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words.

6. What is meant by buying motives ? Explain how consumer behaviour affects decision relating to production, price, channel of distribution and Sales promotion.
7. Differentiate between economic and sociological model.
8. How can marketers take advantage in formulating marketing strategy from personality and self-concept ?

**Section-C**

(Long Answer Type Questions) 15×3=45

*Note :-* Attempt any *three* questions out of the following five questions. Each question carries 15 marks.

9. How consumer research is performed ? Explain by taking an example of your own.
10. Describe the role of family in decision making. What specific roles are assumed by the family members in purchase decisions ?
11. Explain the meaning and characteristics of industrial markets.
12. Explain the steps involved in consumer attitude formation in detail.
13. What are the important components of human communication process ?