

A
(20622)
BBA-IV Sem.

(Printed Pages 4)
Roll No.

18092

B.B.A. Examination, June-2022

Consumer Behaviour

(BBA-401)

(New)

Time : Three Hours] [Maximum Marks : 75

Note : Attempt **all** the sections as per instructions.

Section-A

(Very Short Answer Questions)

Note : Attempt all **five** questions. Each question carries 03 marks. Very short answer is required not exceeding 75 words. $5 \times 3 = 15$

1. What are consumer motives?

P.T.O.

2. Who is an esteem buyer?
3. What do you understand by cognitive dissonance?
4. State the role of customer as 'Gatekeeper'?
5. State the emerging issues in dissonance?

Section-B

(Short Answer Questions)

Note : Attempt any **two** questions out of the following three questions. Each question carries 7.5 marks. Short answer is required not exceeding 200 words. $2 \times 7.5 = 15$

6. "The purchase decision can be thought based and feeling based." Explain the meaning with examples?
7. Attitude change is inevitable and consumes more time and efforts. Explain.
8. State the five steps in consumer purchase process.

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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. $3 \times 15 = 45$

9. Explain reference groups and their influence in purchase decision making process?
10. Compare and contrast social, cultural and family influences on consumer behaviour?
11. What are the basic models of consumer behaviour? State any two basic models with the current example from the market?

12. Differentiate between consumer buying behaviour and Industrial buying behaviour? List the parameters of satisfaction in consumer buying behaviour.
13. What do you understand by pre and post purchase behaviour of consumer decision making process? How situation influences the behaviour?