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(20516)

Roll No. ....

BBA-IV Sem.

**18055**

**B. B. A. Examination, May 2016**

**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. Why is it all marketing decision makers are evolving all marketing activities around the consumer ? Explain.

2. Briefly discuss the steps involved in consumer research design.
3. What is perception ? How does it influence consumer behaviour ?
4. What is brand image ? How do marketers attempt to create a brand image ?
5. What are buying motives ? Explain the various types of buying motives.

**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. Discuss the stages in the buyer decision-making process.
7. What do you understand by the term 'Diffusion of innovations' ? Explain with examples.

8. Give a brief description of the characteristics of industrial markets.

**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. Comment on the Howard-Shetter model of buyer behaviour.
10. How do the consumer behaviour theories help in understanding consumers?
11. Briefly explain the various types of groups which influence consumer behaviour.
12. If you were the marketing manager of a company selling soft drinks, how would you work out the promotional strategy for the product? Discuss.

13. Discuss how the factors affecting government buying differ from those affecting the industrial buyer.