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(20517)

Roll No.

BBA-IV Sem.

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. 3x5=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 7½ marks. Short answer is required not exceeding 200 words. 7½x2=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. 15x3=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 ?