

(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) 3x5=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 ?

NA-584

(1)

Turn Over

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) 7½x2=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. <https://www.ccsustudy.com>
8. How can marketers take advantage in formulating marketing strategy from personality and self-concept ?

Section-C

(Long Answer Type Questions) 15x3=45

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

NA-584

(2)

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 ?

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