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.

5×3=15

What are consumer motives?

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- who is an esteem buyer?
- 3. What do you understand by cognitive dissonance?
- 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. 2×7.5=15

- 6. "The purchase decision can be thought based and feeling based." Explain the meaning with examples?
- Attitude change is inevitable and consumes more time and efforts. Explain.
- 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. 3×15=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?

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- 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?