

Roll No. 0102411

BBA-401(N)

**B. B. A. (Fourth Semester)
EXAMINATION, May, 2018**

(New Course)

Paper First

CONSUMER BEHAVIOUR

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

(Short Answer Type Questions)

Note : All questions are compulsory. Each question carries 3 marks.

1. (A) Why should a marketer study consumer behaviour ?
- (B) Briefly explain the sociological model of consumer behaviour.
- (C) Define perception.
- (D) What is brand personality ?

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- (E) What are the various consumer roles ?
- (F) What is a 'reference group' ?
- (G) What are the available sources for a consumer during 'information search' stage ?
- (H) Explain the 'Esteem' needs in the Maslow's need hierarchy model.
- (I) Briefly explain the process of organizational buying.
- (J) Briefly explain the services marketing mix.

Section—B

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

- 2. Define consumer behaviour. Explain the steps in the consumer buying decision-making process.
- 3. Explain *either* Howard-Sheth *or* E K B model of consumer decision-making.
- 4. What is learning ? Explain the theory of cognitive learning citing suitable examples.
- 5. What is consumer attitude ? How do we measure the consumer attitude ? Explain.

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

- 6. How does the family influence a consumer's buying behaviour ? Explain with examples.

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- 7. What are the various cultural factors that influence consumer behaviour ? Discuss.
- 8. What factors distinguish organizational buying behaviour from consumer buying behaviour ? Discuss.
- 9. Explain why the study of Post-purchase behaviour is important for a marketer. Give examples to support your answer.

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