

Roll No. 6201911

BBA-401(N)

**B. B. A. (Fourth Semester)
EXAMINATION, May, 2019**

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) Define consumer behaviour.
- (B) What is the need to study consumer behaviour for a marketing manager ?
- (C) Briefly describe the economic model.
- (D) What are the elements of the perceptual process ?

(A-95) P. T. O.

[2]

BBA-401(N)

- (E) What are the various roles that a consumer plays in the buying process ?
- (F) Define consumer attitude.
- (G) What is a reference group ?
- (H) Briefly describe the Maslow's need hierarchy model of motivation.
- (I) Briefly explain the characteristics of organizational buying.
- (J) Briefly explain the 7Ps of service marketing.

Section—B

(Long Answer Type Questions)

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

- 2. What are the various external factors that affect a consumer's buying behaviour ? Explain with examples.
- 3. Explain either Nicosia or the EKB model of consumer behaviour.
- 4. Explain the theory of classical conditioning of consumer 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. Draw and explain the various stages of the family life cycle.

[3]

- 7. What cultural factors affect the consumer behaviour ? Discuss with examples
- 8. Discuss the various stages of the industrial buying process.
- 9. What do you understand by Marketing of Services ? How do we determine the service quality ? Explain with examples.

(A-95)

BBA-401(N)

(A-95)

1,800