

(Printed Pages 3)

(20518)

Roll No.

B.B.A-IV Sem.

18055

B.B.A. Examination, May 2018

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)

Note : Attempt all the **five** questions. Each question carries **3** marks. Very short answer is required not exceeding 75 words.

3×5=15

1. What do you mean by the term 'Personality'?

P.T.O.

(75)

2. Define various style of leadership.
3. What is Economic model of Consumer behaviour.
4. Describe in brief the need of Consumer Research.
5. What disciplines have contributed to the study of Consumer behaviour?

Section - B

6. Name and describe the type of consumer buying behaviour. $7\frac{1}{2} \times 2 = 15$
7. What is Perception? Explain the factor affecting perception.
8. What is the nature of reference group? What kind of power reference group can exert on consumer.

Section - C

9. What are Attitude? What function attitude perform to help consumer? $15 \times 3 = 45$

18055/2

10. "Organisational buying decisions are totally rational" Discuss.
11. What is meant by Consumer learning? What are the major factors influence learning?
12. What is a Sample? Why does a researcher use a sample? How is a sample taken?
13. Why do organization fail to deliver consumer satisfaction.

18055/3

74

(4)

13. Discuss how the factors affecting government buying differ from those affecting the industrial buyer.

V
(20516)

Roll No.

BBA-IV Sem.

18055

B. B. A. Examination, May 2016

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. $3 \times 5 = 15$

1. Why is it all marketing decision makers are evolving all marketing activities around the consumer ? Explain.

18055-4-

18055

50

(2)

2. Briefly discuss the steps involved in consumer research design.
3. What is perception? How does it influence consumer behaviour?
4. What is brand image? How do marketers attempt to create a brand image?
5. What are buying motives? Explain the various types of buying motives.

Section-B

(Short Answer Questions)

Attempt any *two* questions out of the following three questions. Each question carries $7\frac{1}{2}$ marks. Short answer is required not exceeding 200 words. $7\frac{1}{2} \times 2 = 15$

6. Discuss the stages in the buyer decision-making process.
7. What do you understand by the term 'Diffusion of innovations'? Explain with examples.

18055

(3)

8. Give a brief description of the characteristics of industrial markets.

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. $15 \times 3 = 45$

9. Comment on the Howard-Shetter model of buyer behaviour.
10. How do the consumer behaviour theories help in understanding consumers?
11. Briefly explain the various types of groups which influence consumer behaviour.
12. If you were the marketing manager of a company selling soft drinks, how would you work out the promotional strategy for the product? Discuss.

18055

49

(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) 3×5=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) $7\frac{1}{2} \times 2 = 15$

Note :- This Section contains three questions. Attempt any two questions. Each question carries $7\frac{1}{2}$ 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.
8. How can marketers take advantage in formulating marketing strategy from personality and self-concept ?

Section-C

(Long Answer Type Questions) $15 \times 3 = 45$

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 ?

NA-584

(3)

N

(20517)

BBA-IV Sem.

Roll No.

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. $3 \times 5 = 15$

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 ?

61

(2)

Section-B

(Short Answer Questions)

Attempt any *two* questions out of the following three questions. Each question carries $7\frac{1}{2}$ marks. Short answer is required not exceeding 200 words. $7\frac{1}{2} \times 2 = 15$

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. $15 \times 3 = 45$

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 ?

18055-2