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Total No. of Pages : 02

Total No. of Questions : 18

**BBA (2014 to 2017) (Sem.-4)**

**CONSUMER BEHAVIOUR**

**Subject Code : BBA-403**

**M.Code : 71205**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES :**

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains **TWO** questions, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

**SECTION-A**

**Answer briefly :**

1. Discuss various applications of consumer behaviour discipline.
2. Outline Maslow's need hierarchy.
3. Outline consumer decision making process.
4. What is positive and negative motivation? Give examples of each in terms of consumer behavior.
5. What is congruence of brand and consumer personality? Give examples.
6. Outline functions of family in consumer decision making process.
7. What is cognitive dissonance in consumer post purchase process?
8. Elaborate on effect of level of involvement on consumer behavior.
9. Outline adoption process.
10. Outline method of measuring social class.

## **SECTION-B**

### **UNIT-I**

11. What is consumer behaviour? Discuss the interrelationships among customer expectations and satisfaction, perceived value, and customer retention.
12. Discuss the role of situational variables in developing the consumer decision-making model.

### **UNIT-II**

13. What are different types of motivations? What is motivational conflict? Why do companies need to deal with motivational conflict? Give examples.
14. Identify the sources of influence on attitude formation. Outline and explain the five strategies for changing consumer attitudes.

### **UNIT-III**

15. Write short notes on the following :
  - a) Reference groups.
  - b) Family life cycle
16. Discuss the effect of sub culture on consumer decision making. How can marketers deal with these influences in consumer behaviour?

### **UNIT-IV**

17. Discuss the difference in consumer behaviour of an innovator and a laggard. How the consumer behaviour strategies adopted by a marketer different? Give examples.
18. Write short notes on :
  - a) Opinion leadership
  - b) 3 stage model of consumer decision making

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**