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Total No. of Pages: 02

Total No. of Questions: 09

BBA (SIM) (Sem. – 4)

CONSUMER BEHAVIOUR

Subject Code: BBASM-403-18

M Code: 77431

Date of Examination: 17-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

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

SECTION-A

1. Explain the following:

- a) Buying motives
- b) Dynamics of perception
- c) Factors influencing cognitive dissonance
- d) Attribution theory
- e) Benefits of consumerism
- f) Cognitive dissonance
- g) Howard sheth model
- h) Baby boomers
- i) Family life cycle
- j) Elements of perception

SECTION-B

UNIT-I

2. Define consumer behaviour. How is consumer behaviour interdisciplinary in nature?
3. Identify the two major approaches to understanding consumer behaviour. How segmentation, targeting, and positioning are used in the study of consumer behaviour?

UNIT-II

4. Discuss ELM (elaboration likelihood model). Outline its implications and utilities.
5. Outline Freudian personality theory and the corresponding stages of development. Discuss the relationship of personality and consumer diversity

UNIT-III

6. Discuss the role of reference group and family decisions on Consumer behaviour. Give examples.
7. a) Explain the importance of the prominent religious subcultures.
b) Explain geodemographic clustering and the service-PRIZM - that identifies factors necessary for the clustering.

UNIT-IV

8. Discuss in detail the Diffusion of innovations process. Outline the factors influencing the diffusion of innovations.
9. Discuss the consumer decision-making process in detail. Highlight the levels of consumer decision making.

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