BBA **(Sem.–5)**

CONSUMER BEHAVIOUR

Subject Code : BBA-511-18

M.Code : 78195

Date of Examination : 23-12-2022

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.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Student has to attempt any ONE question from each Sub-section.**

SECTION-A

1. **Write briefly :**

   a) What is the nature of Consumer Behaviour?

   b) Identify any THREE factors that influence consumer buying behaviour.

   c) Consumer Imagery.

   d) Consumer Attitude with reference to Consumer Behaviour.

   e) Positive Motivation.

   f) Identify **any TWO** problems faced by foreign companies to launch their products in India.

   g) Identify **any TWO** products/services for which the child is likely to make a purchase decision.

   h) Concept of Content Analysis.

   i) Time Factor and Diffusion Process.

   j) Identify **any THREE** opinion leaders related to soft drinks.

SECTION-B

UNIT-I

2. What is the strategic importance of studying consumer behaviour for a company?

3. "*As a result of the technological impact influencing consumer behaviour most company leaderships face an unending challenge to meet consumer expectations.*" Do you agree? Also, discuss in brief the use of IT (Information Technology) and AI (Artificial Intelligence) in studying consumer behaviour.

UNIT-II

4. Describe the implications for the marketers in creating a personality for their products in detail.

5. What do you mean by Consumer Motivation? How does the need hierarchy theory influence Consumer Behaviour? Describe in detail.

UNIT-II

6. Discuss in detail the relevance of family life cycle for marketers.

7. Critically examine the characteristics of sub-culture. Also, discuss the sub-cultural divide in our country and its implications for marketers.

UNIT-IV

8. What are the main characteristics of Opinion Leaders? What makes them fit to be opinion leaders? Give suitable examples.

9. Elaborate the 'EKB Model (Engel Kollat Blackwell Model)' of Consumer Behaviour in detail.

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.