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Total No. of Pages : 02

Total No. of Questions : 16

BBA (Sem.-5)
CONSUMER BEHAVIOUR
Subject Code : BBA-511-18
M.Code : 78195

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

Write briefly :

- 1) Define consumer behavior.
- 2) What is motivation?
- 3) Describe three types of motivational conflict by citing an example of each from current marketing campaigns.
- 4) Discuss Problem recognition stage in the consumer decision process.
- 5) What is opinion leadership?
- 6) Discuss the difference between the absolute threshold and the differential threshold. Explain with examples.
- 7) Discuss the characteristics of an opinion leader.
- 8) What is perceptual threshold? Explain with example.
- 9) What is meant by family life cycle? How many stages are there?
- 10) Explain the law of similarity in perception with suitable examples.

SECTION-B

UNIT-I

- 11) Perceived difference between an ideal state and actual state motivates the consumers to take actions. In light of this statement discuss the marketers' strategies towards decision making.
- 12) What is the difference between consumer and customer? Discuss in detail the scope of consumer behavior.

UNIT-II

- 13) Discuss the elements of perception in detail.
- 14) Discuss the trait theory of personality and its elements. How personality influences consumer behavior.

UNIT-III

- 15) What are the stages of family life cycle?
- 16) Define culture. Explain the effect of culture and subculture on consumer behavior. Give suitable examples to support your answer.

UNIT-IV

- 17) What are the product characteristics that influence diffusion of products in the market? Discuss characteristics of an innovator.
- 18) Discuss Nicosia Model of consumer behavior in detail.

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.