

Roll No. ....

Total No. of Questions : 07]

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## Paper ID [C0220]

(Please fill this Paper ID in OMR Sheet)

BBA (Sem. - 5<sup>th</sup>/6<sup>th</sup>)

CONSUMER BEHAVIOUR (BB - 403)

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is Compulsory.
- 2) Attempt any **Four** questions from Section - B.

### Section - A

Q1)

(10 × 2 = 20)

- a) Consumer Learning
- b) Diffusion of Innovation.
- c) Product Personality
- d) Emotional Motives
- e) Reference Group
- f) Perceptual Bias
- g) Decision Process
- h) Consumer as a Perceiver
- i) Attitude Change
- j) Family Influence

### Section - B

(4 × 10 = 40)

- Q2) What is Consumer Behaviour? Discuss the importance of Consumer in marketing.
- Q3) Explain personality influences on Consumer Behaviour by taking a suitable example.

- Q4)** Discuss the role of motivation in Consumer Behaviour. Explain positive and negative motivation.
- Q5)** What factors influence Reference Groups to make decisions on products and brands?
- Q6)** What is Perception? How does it help in decision-making?
- Q7)** Discuss the family lifestyle stages and the changing consumption pattern?

