



SN – 540

V Semester B.B.A. Examination, November/December 2017  
(CBCS) (F + R)  
(2016 – 17 & Onwards)  
**BUSINESS ADMINISTRATION**  
**Paper – 5.5 : Elective Paper – I : Consumer Behaviour**

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answer should be written in **English** only.

SECTION – A

Answer **any five** of the following. **Each** sub-question carries **2** marks. **(5×2=10)**

1. a) What is consumer decision making ?
- b) What is consumer right ?
- c) Give the meaning of family life cycle.
- d) What do you mean by consumer motivation ?
- e) What is dynamic culture of business houses ?
- f) State any two types of consumer buying behaviour.
- g) Who is a consumer ?

SECTION – B

Answer **any three** of the following. **Each** question carries **6** marks. **(3×6=18)**

2. What is economic models of consumer behaviour ?
3. Discuss the requisites of sound marketing segmentation.
4. What are the advantages of consumer research ?
5. Discuss the state Consumer Protection Councils.
6. State the advantages of marketing strategies.

P.T.O.



## SECTION - C

Answer **any three** of the following. **Each** question carries **14** marks. **(3×14=42)**

7. Explain the different types of reference groups influencing consumer behaviour.
8. Discuss the recent trends in consumer behaviour.
9. What are the sources of consumer dissatisfaction ?
10. Discuss any five models of consumer behaviour.
11. Briefly state the composition and objects of consumer protection councils.