

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

**BBA (2012 & Onward Batches) (Sem.-4)**

**CONSUMER BEHAVIOUR**

**Subject Code : BBA-403**

**Paper ID : [A2373]**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTION TO CANDIDATES :**

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

**SECTION-A**

**I. Write briefly :**

- a) What Is Consumer Behaviour?
- b) Define Consumer Motivation
- c) Discuss
- d) What do you mean by Product Personality?
- e) Nature of social class.
- f) Meaning of opinion leaders.
- g) Characteristics of culture.
- h) Define Reference Groups.
- i) What do you mean by diffusion of innovations?
- j) What is Post-consumption Evaluation?

## **SECTION-B**

### **UNIT-I**

2. Define consumer buying behaviour. Also discuss the external and internal factors that influence consumer behaviour.

OR

3. Describe consumer decision process model.

### **UNIT-II**

4. Can marketing efforts change consumer's needs? Discuss why or why not.

OR

5. Explain the concept of perception. How does it influence consumer behaviour?

### **UNIT-III**

6. Discuss the family decision making and its impact on social and cultural setting of the consumer.

OR

7. What determines the degree to which a subculture will influence an individual's behaviour.

### **UNIT-IV**

8. Explain the concept of Diffusion of Innovation. What are different stages of Process?

OR

9. Describe various views of consumer decision making.