

(i) Printed Pages: 2

Roll No. ....

(ii) Questions : 14

Sub. Code : 

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Exam. Code : 

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**Bachelor of Business Administration 5<sup>th</sup> Semester**

**1128**

**CONSUMER BEHAVIOUR**

**Paper—BBA-305**

**Time Allowed : Three Hours]**

**[Maximum Marks : 80**

**Note :—** (1) Attempt any *four* questions from Section-A.  
Each question carries **5** marks.

(2) Attempt any *two* questions each from Sections B and  
Section C. Each question carries **15** marks.

**SECTION—A**

1. Define a customer.
2. Explain briefly relationship between values and lifestyles.
3. Write a note on learning styles.
4. What do you mean by Lexicographic rule ?
5. What are the challenges in dealing with diversity of consumer behaviour ?
6. What are various types of reference groups ? 5×4=20

**SECTION—B**

7. How can the study of consumer behaviour assist marketers in segmenting markets and positioning products ?
8. Explain the concept of Perception. How is it going to influence consumer behaviour.
9. Define sub-culture and explain its division on different bases.
10. As a marketer how would you explain the significance of 'NICOSIA MODEL'. 15×2=30

## SECTION—C

11. What do you understand by Consumer Decision Making ?  
Discuss in detail the consumer process model.
12. What is Adoption Process ? Discuss in detail different stages  
in the Adoption Process.
13. Distinguish between Consumer Research and Marketing  
Research. Discuss the methods of Researching Consumer  
Behaviour.
14. Write short notes on :
  - (a) Cognitive Dissonance
  - (b) Online Customer Behaviour
  - (c) Situational Influences.

15×2=30