

(i) Printed Pages : 2

Roll No.

(ii) Questions : 14

Sub. Code :

1	7	8	8	9
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Exam. Code :

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Bachelor of Business Administration 5th Semester

(2124)

CONSUMER BEHAVIOUR

Paper : BBA 305

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— (1) Attempt any *four* short answer type questions from Section A.

(2) Attempt *two* questions each from Sections B and C respectively.

SECTION—A

1. Explain the term Perception.
2. What is Online Buying ?
3. Explain the term Cognitive Dissonance.
4. Attitude and Consumer Behaviour.
5. Consumer Involvement.
6. Self-Concept.

5×4=20

SECTION—B

7. Discuss the scope of Consumer behaviour. Explain its determinants.
8. Explain the Industrial Buying Behaviour. What are the major determinants of it ?
9. Explain the Consumer Lifestyle. How it is important for marketer ? Discuss various factors affecting Consumer Lifestyle.
10. What is the relevance of personality and self-concept for understanding consumer behaviour ? 15×2=30

SECTION—C

11. What are the steps involved in the Consumer Decision Making process ?
12. Discuss about various stages in the adoption process.
13. Explain various methods for customer value maximization and satisfaction.
14. What is outlet selection ? Explain various factors that affect outlet selection. 15×2=30