

2021  
B.B.A.-5<sup>th</sup> Semester  
BBA-305: Consumer Behaviour

Time allowed: 3 Hours

Max. Marks: 80

**NOTE:** Attempt any four short answer type questions from Section-A. Attempt any two questions from Section-B & C respectively.

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**SECTION-A**

- I. Attempt any four of the following: -
- (a) Write short note on organizational buying process.
  - (b) How are consumer attitudes formed?
  - (c) Explain the nature & scope of consumer behavior.
  - (d) What do you understand by cognitive dissonance?
  - (e) Impact of social class over consumer behavior.
  - (f) Write a short note on diversity of consumer behavior. (4×5)

**SECTION-B**

- II. What do you mean by reference groups? Discuss the role of reference groups in consumer behavior. (15)
- III. Discuss the major determinants of buying behavior. (15)
- IV. Write a detailed note on relationship of culture, sub-culture with consumer behavior. (15)
- V. Define perception. Discuss in detail the perception process. (15)

**SECTION-C**

- VI. Explain consumer satisfaction roles and buying behavior. (15)
- VII. What do you mean by diffusion of innovation and adoption of innovation? Discuss its process and also differential & both. (15)
- VIII. Explain the role of consumer behavior in formulating marketing strategies. (15)
- IX. What do you mean by researching the consumer behaviour? What is its process? Distinguish between consumer research and market research. (15)

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