

2012

Bachelor of Business Administration

Fifth Semester

BBA-305: Consumer Behaviour

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section-A. Attempt two questions each from Section B and C respectively.

x-x-x

Section – A

I. Attempt any four of the following:-

- a) Briefly discuss the profile of consumer innovator.
- b) How the culture and sub culture influence consumer behaviour?
- c) Explain cognitive dissonance.
- d) What is consumer decision making?
- e) Describe the concept of online consumer behaviour.
- f) What is the importance of consumer behaviour in marketing decisions? (4x5)

Section – B

- II. State and explain the influence of reference group and culture of family in consumer behaviour. (15)
- III. What is the concept of life style? Establish a relationship between life style and purchase decisions. (15)
- IV. What do you understand by learning? Discuss the need of learning and factors affecting learning. (15)
- V. Explain the concept of personality. What are the determinants of personality from consumer behaviour point of view? (15)

Section – C

- VI. Explain the concept of diffusion of innovation. What are the different stages of diffusion process? (15)
- VII. Discuss in detail the steps involved in consumer research design. (15)

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(2)

- VIII. a) Role of consumer behaviour in marketing strategy.
b) Explain different stages in adoption process. (15)
- IX. Write short notes on:-
a) Diversity of consumer behaviour
b) Consumer involvement (15)

X-X-X