

Roll No.

Total No. of Questions : 9] [Total No. of Pages : 3

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**B.B.A. (II) 5th Semester
Examination, March-2021
(New Scheme 2014-17)**

**CONSUMER BEHAVIOUR
Paper-BBA-II-N-503**

Time : Three Hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note :- The question paper is divided into two Sections.

Section-A comprises eight short answer type questions (carrying 2 marks each) which is compulsory and should not exceed 50 words normally. Section-B comprises eight questions (two from each Unit) the students shall be required to attempt four selecting *one* question from each Unit. All questions carry equal marks.

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RD-388 P.T.O.

Section-A

1. Short Answer Type Questions :

- State the need for the study of consumer behaviour.
- What is culture and give examples ?
- What are different types of reference groups ?
- Give the meaning of dissonance.
- Enlist the demographics influencing consumer behavior.
- What is Group Dynamics ?
- What is consumer diversity ?
- What are different family life cycle stages ?

Section-B

Unit-I

- Discuss underlying principles of consumer behavior and also explain how it helps in the study of consumer behavior.
- Explain the decision making process and also discuss the importance of consumer behavior.

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Unit-II

4. Make clear the impact of attitude for consumer behavior ? Explain different theories of attitude.
5. What are the determinants of personality ? Explain the role of inter-personal effectiveness in personality development.

Unit-III

6. Explain the determinants of social class that have influence on consumer behavior.
7. Mention culture and subcultural dimensions and explain how it plays vital role in the study of consumer behavior ?

Unit-IV

8. Explain the consumer decision-making process. Discuss different types of consumer purchasing decision.
9. Explain the Engle-Kollatt-Blackwell model of decision-making.