

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

Section – B

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

Section – C

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

P.T.O.

(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

C4KNOWLEDGE SEEKERS