

(i) Printed Pages : 2

Roll No. ....

(ii) Questions : 14

Sub. Code :

0	8	8	9
---	---	---	---

Exam. Code :

0	0	2	5
---	---	---	---

Bachelor of Business Administration 5<sup>th</sup> Semester

(2123)

17

## CONSUMER BEHAVIOUR

Paper : BBA-305

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— (1) Attempt *four* questions from Section A.

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

### SECTION—A

1. What are the features of consumer behaviour ?
2. Write a note on consumer values.
3. What are the various types of reference groups ?
4. Explain diversity of consumer behaviour.
5. Explain the concept of consumer behaviour.
6. Explain the role of consumer behaviour.

4×5=20

## SECTION—B

7. What is Industrial buying behaviour ? How is it different from consumer buying behaviour ?
8. Explain the concept of personality. What are the determinants of Personality from consumer behaviour point of view.
9. What are the different models of consumer behaviour ? Discuss any two models of consumer behaviour.
10. What do you mean by family ? How does family influence consumer behaviour ? 2×15=30

## SECTION—C

11. Discuss the consumer decision making process in detail.
12. Explain the concept of diffusion of innovation. What are the different stages of diffusion process ?
13. Explain consumer satisfaction roles and buying behaviour.
14. Write a short note on :
  - (a) Role of consumer behaviour in marketing strategy.
  - (b) Consumer behaviour — Interdisciplinary approach.

2×15=30