

(i) Printed Pages : 2

Roll No.

(ii) Questions : 14

Sub. Code :

1	7	8	8	9
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Exam. Code :

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Bachelor of Business Administration 5th Semester

(2125)

CONSUMER BEHAVIOUR

Paper—BBA-305

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— (1) Attempt **FOUR** short answer type questions from Section A.

(2) Attempt **TWO** questions each from Sections B and C respectively.

SECTION—A

1. Attitude and Consumer Behaviour.
2. Consumer Involvement.
3. Self-Concept.
4. What is Consumer Behaviour?
5. Explain the term Online Buying.
6. Is there any difference between consumer and customer?

SECTION—B

7. Explain the nature, characteristics, and scope of Consumer Behaviour.
8. What are the major internal determinants of consumer behaviour? Discuss with examples.
9. How do perception and attention affect consumer buying behaviour?
10. Evaluate the impact of reference groups and family on the consumer decision-making process. 15×2=30

SECTION—C

11. Discuss various methods of problem-solving in consumer decision-making.
12. Define diffusion of innovation. Discuss the factors influencing it.
13. Explain the adoption process of a new product. What causes resistance to innovation?
14. Explain the process of Consumer Research in detail. 15×2=30