

(i) Printed Pages : 2 Roll No.

(ii) Questions : 14 Sub. Code :

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Exam. Code :

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Bachelor of Business Administration (FYUP) 4th Semester
(2056)

CONSUMER BEHAVIOUR

Paper : NBBA-403

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— (i) Attempt any **four** questions from Section - A. Each question carries **5** marks.

(ii) Attempt any **2** questions from Section - B. Each question carries **15** marks.

(iii) Attempt any **2** questions from Section - C. Each question carries **15** marks.

SECTION-A

1. Distinguish between Individual Buying Behaviour and Industrial Buying Behaviour.
2. Explain cognitive learning theories to consumer behaviour.
3. How can knowledge of motivation theories help marketing managers?
4. Illustrate post purchase disposal.

5. Enumerate role of consumer behaviour in formulating marketing strategies.
6. Define Customer Satisfaction.

SECTION-B

7. Define Consumer Behaviour. Explain its nature, scope, and importance in marketing decisions.
8. 'An individual's family plays a prominent role in influencing his buying behaviour'. Discuss with giving suitable examples.
9. Discuss in detail the psychological and social factors affecting consumer behaviour.
10. Explain the basic models of consumer behaviour - Nicosia Model, Howard & Sheth Model, and Blackwell Model.

SECTION-C

11. What do you mean by purchase decision? Explain various decision rules.
12. What do you mean by diffusion of innovation and adoption of innovation? Discuss stages in adoption process.
13. Define the term consumer involvement. Explain various types of consumer involvement. Discuss the process of consumer involvement.
14. What do you mean by researching consumer behaviour? Explain the consumer research process in detail. Why is observation becoming a more important component of consumer research?