

Roll No. _____

Total No. of Questions : 16

Total No. of Pages : 02

BBA (Sem.-5)
CONSUMER BEHAVIOUR
Subject Code : BBA-511-18
M.Code : 78195

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

SECTION-A

Write briefly :

- 1) Define consumer behavior.
- 2) What is motivation?
- 3) Describe three types of motivational conflict by citing an example of each from current marketing campaigns.
- 4) Discuss Problem recognition stage in the consumer decision process.
- 5) What is opinion leadership?
- 6) Discuss the difference between the absolute threshold and the differential threshold. Explain with examples.
- 7) Discuss the characteristics of an opinion leader.
- 8) What is perceptual threshold? Explain with example.
- 9) What is meant by family life cycle? How many stages are there?
- 10) Explain the law of similarity in perception with suitable examples.

1 | M-78195

SECTION-B

UNIT-I

- 11) Perceived difference between an ideal state and actual state motivates the consumers to take actions. In light of this statement discuss the marketers' strategies towards decision making.
- 12) What is the difference between consumer and customer? Discuss in detail the scope of consumer behavior.

UNIT-II

- 13) Discuss the elements of perception in detail.
- 14) Discuss the trait theory of personality and its elements. How personality influences consumer behavior.

UNIT-III

- 15) What are the stages of family life cycle?
- 16) Define culture. Explain the effect of culture and subculture on consumer behavior. Give suitable examples to support your answer.

UNIT-IV

- 17) What are the product characteristics that influence diffusion of products in the market? Discuss characteristics of an innovator.
- 18) Discuss Nicosia Model of consumer behavior in detail.

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2 | M-78195

IS 121-126



Roll No.

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Total No. of Pages : 02

BBA(Sem.-5)
CONSUMER BEHAVIOUR

Subject Code : BBA-511-18

M.Code : 78195

Date of Examination : 25-11-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Answer briefly :

- a) Define the nature and scope of consumer behaviour.
- b) Explain consumer decision-making process.
- c) Emerging trends in consumer behaviour
- d) Describe the concept of consumer motivation.
- e) Explain the concept of consumer imagery.
- f) Define reference groups and their influence on consumer behaviour.
- g) Elaborate on the functions of a family in the context of consumer decision making.
- h) Discuss the impact of culture and subculture on consumer behaviour.
- i) Explain the concept of opinion leadership
- j) Describe the diffusion of innovations process in consumer behaviour.

SECTION-B

UNIT-I

2. Discuss the factors affecting consumer buying behaviour. Provide examples to illustrate these factors.
3. Analyze the use of information technology and AI in consumer profiling and engagement in the online space.

UNIT-II

4. Explain consumer motivation. Discuss the hierarchy of needs and how it influences consumer behaviour.
5. Discuss the role of personality and self-concepts in consumer behaviour. Provide examples of products associated with specific personalities.

UNIT-III

6. Describe the concept of reference groups and the factors that affect them in consumer behaviour. Provide examples of how reference groups influence purchasing decisions.
7. Explain the impact of social class and culture on consumer behaviour. How do these factors shape consumer preferences and choices?

UNIT-IV

8. Compare Howard Sheth and Engel-Blackwell-Kollat models of consumer decision - making. Discuss their strengths and weaknesses.
9. Analyze the diffusion process and adoption process in consumer behaviour. Provide real - world examples of products that have gone through these processes.

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BBA (Sem.-5)

CONSUMER BEHAVIOUR

Subject Code : BBA-511-18

M.Code : 78195

Date of Examination : 18-06-2024

Time : 3 Hrs.

Max. Marks : 60

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3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Write briefly :

- a. Importance of Consumer Behavior
- b. Discuss the characteristics of an opinion leader.
- c. Reference Group.
- d. Use of AI in consumer profiling and engagement
- e. How are Consumer Attitudes formed?
- f. Product Personality.
- g. Diffusion of Innovation.
- h. What is the influence of family on Consumer Behaviour?
- i. Elements of Perception.
- j. Rational motives vs. Emotional motives.

SECTION-B

UNIT-I

2. What do you understand by Consumer Buying Behavior? Explain the various stages of the consumer decision-making process in detail.
3. Discuss the emerging trends in Consumer Behavior with the help of suitable examples.

UNIT-II

4. Describe the major characteristics of Freudian and Neo-Freudian Personality theories. Illustrate how each theory is applied to the understanding of Consumer Behavior?
5. Discuss Maslow's Need Hierarchy Theory and explain its applications in marketing with the help of suitable examples.

UNIT-III

6. What are the stages of the family life cycle?
7. Define Culture. Explain the effect of culture and sub-culture on consumer behavior. Give suitable examples to support your answer.

UNIT-IV

8. Who are opinion leaders? What role do they play in the development of brands?
9. Discuss 'The Nicosia Model' of Consumer Behavior in detail.

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BBA (Sem.-5)

CONSUMER BEHAVIOUR

Subject Code : BBA-511-18

M.Code : 78195

Date of Examination : 09-12-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Write briefly :

- a) What is the significance of consumer behavior?
- b) Define social class
- c) Who are laggards?
- d) Types of needs
- e) What is 'cognitive dissonance' in consumer behavior?
- f) What are the steps in the consumer purchase decision process?
- g) Indirect Reference group
- h) Family Life Cycle
- i) Elements of Perception
- j) Consumer Motivation

SECTION-B

UNIT-I

2. Define consumer behavior Discuss the scope and need for studying consumer behavior
3. Explain the use of Information technology and AI in consumer profiling and engagement

UNIT-II

4. Describe the major characteristics of Freudian and Neo-Freudian Personality theories Illustrate how each theory is applied to the understanding of consumer behavior.
5. Explain the concept of Perception How is it going to influence consumer behavior?

UNIT-III

6. Define the term reference group Discuss the different reference groups that influence consumer's attitudes and behavior citing suitable examples.
7. Define Culture Highlight the Indian core values. How are these core values relevant to consumer behavior?

UNIT-IV

8. What is Adoption Process? Discuss in detail the different stages in the Adoption Process
9. As a marketer how would you explain the significance of 'NICOSIA MODEL'?

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