

Roll No.

Total No. of Questions : 07]

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[Total No. of Pages : 02

BBA (Sem. - 4th)
CONSUMER BEHAVIOUR
SUBJECT CODE : BB - 403
Paper ID : [C0220]

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

Section - A

Q1)

(10 × 2 = 20)

- a) Define consumer behaviour.
- b) Positive and negative motivation.
- c) Personality.
- d) Sensation.
- e) What are traits?
- f) How does culture influence consumer behaviour?
- g) Social class.
- h) Opinion leader.
- i) Brand loyalty.
- j) Perception.

Section - B

(4 × 10 = 40)

- Q2)** Explain nature scope and application of consumer behaviour.
- Q3)** Explain cognitive learning theories.
- Q4)** What are reference groups? How does reference groups help in developing consumer behaviour?
- Q5)** Critically explain Maslow theory of motivation.
- Q6)** How does culture influence consumer behaviour. Give suitable examples.
- Q7)** Explain opinion leadership and consumer innovation with examples.