

MAY 2013

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

BBA (Sem.-4th)**CONSUMER BEHAVIOUR**

Subject Code : BB-403 (2007 to 2011 Batch)

Paper ID : [C0220]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains SIX questions carrying TEN marks each and students has to attempt any FOUR questions.

SECTION-A**1. Write briefly :**

- a. What is application of consumer behaviour in B2B marketing?
- b. Outline consumer decision process.
- c. What do you mean by consumer learning?
- d. Can consumer perception towards brands be changed?
- e. What is the importance of culture in consumer decision making process?
- f. Define VALS for measuring social class.
- g. What is meant by cognitive dissonance?
- h. List two examples of recent consumer innovation.
- i. Explain the need for studying cognitive learning theories.
- j. What are the difficulties in predicting consumer behaviour?

SECTION-B

2. You have been asked to advise a fashion accessories manufacturer as to how to segment the market on basis of consumer social class. Use one of the typologies for measurement of social class and help him segment the market. The company manufactures both formal and casual fashion accessories and has a stylish, upmarket range.
3. What is consumer behaviour? What are the disciplines that contributed to consumer behavior as a subject of study? List and explain the application of consumer behaviour.
4. How as a marketer of home appliances, would you use the knowledge of post purchase evaluation by consumer, to ensure that your consumers do not experience any dissonance ? Describe the response strategies you will follow.
5. Discuss the components of an attitude. Taking the example of a consumer enable purchase decision, explain what functions do attitudes play in consumer decision making?
6. What are the factors that determine the importance of reference group influence on buying decisions ? Name two products each wherein your view there would a strong reference group influence on.
 - (a) Product choice
 - (b) Brand choice.
7. Write short notes on the following :
 - (a) Influence of child on family buying decisions.
 - (b) Post purchase behaviour.

