

Exam. Code : 105405

Subject Code : 1425

Bachelor in Business Administration (BBA)

5<sup>th</sup> Semester

CONSUMER BEHAVIOUR

Paper-Group-A BBA-511

Time Allowed—3 Hours] [Maximum Marks—50

**SECTION-A (10 marks)**

**Note** :— This section consists of **twelve** very short answer questions and students are required to attempt **ten** questions with answer to each question up to **five** lines in length. Each question carries **1** mark.

1. Explain the following terms :
  - (a) Positive Motivation and Negative Motivation
  - (b) Consumer Attitude
  - (c) Need and Want
  - (d) Reference Group
  - (e) Consumer Research
  - (f) Absolute Threshold
  - (g) Impulse Buying
  - (h) Black Box (in Consumer Behaviour)
  - (i) Emotional Buying Motive
  - (j) Rational Motives
  - (k) Perception
  - (l) Consumer Motivation.

**SECTION-B (20 marks)**

**Note** :— This section consists of **four** questions and students are required to attempt any **two** questions with answer to each question up to **five** pages in length. Each question carries **10** marks.

2. Is cognitive learning theory more effective than other theories of learning ? Give justifications for your answer.
3. Mention with suitable examples of how personality traits can influence consumer research.
4. "It has become important for marketers to understand psyche of the consumer." Comment.
5. Critically explain the Maslow's hierarchy of needs theory.

**SECTION-C (20 marks)**

**Note** :— This section consists of **four** questions and students are required to attempt any **two** questions with answer to each question up to **five** pages in length. Each question carries **10** marks.

6. Discuss the three stages of typical buying process. Explain the importance of relationship marketing in this process.
7. Briefly describe any two models of consumer decision-making.
8. Why is the study of culture important to the marketer ? Discuss.
9. Write short notes on :
  - (a) Social Class.
  - (b) Subculture.