

Exam. Code : 105405

Subject Code : 1397

Bachelor in Business Administration (BBA) 5th Semester

CONSUMER BEHAVIOUR

Paper : BBA-511 (Group-A)

Time Allowed—3 Hours]

[Maximum Marks—50

Note :— Attempt any five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section. Each question carries 10 marks.

SECTION—A

1. Define consumer behaviour. What are the reasons for studying consumer behaviour?
2. What is Maslow's theory of motivation and how does it help the marketer?

SECTION—B

3. What is perception? How does it help in decision-making?
4. How does learning influence consumer behaviour? Explain the key elements of learning.

(Contd.)

SECTION—C

5. What is meant by the reference group? Discuss the influence of the reference group on consumer behaviour.
6. Define culture. What are the most important characteristics of a culture that reflects its nature?

SECTION—D

7. What are the stages in the decision-making process? Explain briefly.
8. Write short notes on :
 - (a) Opinion leadership
 - (b) Consumer innovation.