

Exam. Code : 105405

Subject Code : 1426

Bachelor in Business Administration (BBA) 5th Sem.

CONSUMER BEHAVIOUR

Paper : Group-A (BBA-511)

Time Allowed—3 Hours]

[Maximum Marks—50

SECTION—A (10 Marks)

Note :—This section consists of 12 very short answer questions and students are required to attempt any 10 questions with answer to each question up to five lines in length. Each question carries 1 mark.

1. (a) Customer value
- (b) Influence of digital technologies on consumer behaviour
- (c) Attitude scales
- (d) Egoistic needs and segmentation
- (e) Self-image
- (f) Weber's law
- (g) Informal group
- (h) Social status
- (i) Culture
- (j) The baby boomers market
- (k) Market mavens
- (l) Post-purchase dissonance.

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. Why is the Observation becoming a more important component of Consumer Research ? Describe the different technologies that can be used to observe consumer behaviour.
3. Explain the different types of Needs. How can marketers make use of these needs for developing promotional strategies for :
 - (i) a fruit juice
 - (ii) a small car
4. Describe Personality Traits theory citing three examples of how personality traits can be used in researching consumer behaviour ?
5. Describe the Classical Conditioning Theory. Explain the strategic applications of Classical Conditioning theory in marketing.

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 **5** pages in length. Each question carries **10** marks.

6. You are the Vice-President (marketing) of a large retail chain. Your company's advertising agency is in the process of hiring a film star to promote the retail chain. Describe the reference group factors that you would consider before the celebrity is hired.

7. Assume that you are the owner of two furniture stores, one catering to upper-middle-class consumers, and the other to lower-class consumers. How do social-class differences influence each store's (a) product lines and styles, (b) advertising media selection, and (c) payment policies ?
8. Distinguish among belief, values, and customs. Illustrate how the clothing a person wears at different times or for different occasions is influenced by customs. Does understanding the consumers' customs present insights and opportunities for clothing marketers ? Elaborate.
9. Explain the steps in 'diffusion of Innovations' process.