

Exam. Code : 105405

Subject Code : 1499

BBA Semester—V

CONSUMER BEHAVIOUR

Paper—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 any **TEN** questions with answer to each question up to **5** lines in length. Each question carries 1 mark.

1. (i) Interdisciplinary approach to consumer decision-making.
- (ii) Quantitative Research design
- (iii) Positive and Negative Motivation
- (iv) Self-Image
- (v) Cognitive Learning
- (vi) Product Positioning
- (vii) Indirect reference groups
- (viii) Enculturation vs. Acculturation

- (ix) Influence of religious subcultures on consumer behaviour
- (x) Middle class consumers market in India
- (xi) Opinion leadership
- (xii) Consumer innovation

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

2. (i) What is the difference between Primary and Secondary research ? Describe some major sources of secondary data.

(ii) What are the advantages and limitations of secondary data ?
3. Describe major characteristics of Freudian and Neo-Freudian Personality theories. Illustrate how each theory is applied to the understanding of consumer behaviour.
4. How can the principles of Cognitive Learning theory be applied to the development of marketing strategies ? Explain with the help of suitable examples.
5. Describe the Tri Component attitude model. Explain how the product manager of a breakfast cereal might change consumer attitude towards company's brand.

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. Suppose you are the marketing head of a company marketing frozen food. Your company's advertising agency is in the process of negotiating a contract to employ a superstar female actor to promote your product. Describe the reference group factors that you would raise before the celebrity is hired.
7. Describe the stages of traditional family life cycle. Which of these stages constitute the most lucrative segment(s) for (a) McDonald's burgers (b) Insurance Plans ?
8. A manufacturer of snack cereals is considering targeting school-age children by positioning its product as a healthy snack food. How can cultural learning be used in developing an effective strategy to target the intended market ?
9. Philips Ltd. is introducing LED lighting in Indian market. What recommendations would you make to philips regarding the initial target market for new LED lighting ? How would you identify the innovators for these LED lights ? Also, highlight the product characteristics that influence diffusion of innovations.