

Exam. Code : 105405

Subject Code : 1507

B.B.A. 5<sup>th</sup> Semester

CONSUMER BEHAVIOUR

Paper—BBA-511

Group—A

Time Allowed—Three 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. (a) Role of Psychology and economics in consumer behaviour.
- (b) Experimentation.
- (c) Rational motives vs. Emotional motives.
- (d) Role of self-image in consumer behavior.
- (e) Differential threshold.
- (f) Sources of Influence on attitude formation.
- (g) Common-man appeal.
- (h) Social status.
- (i) Enculturation.

- (j) Religious subcultures.
- (k) Opinion receiver vs. opinion seeker.
- (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 upto **5** pages in length. Each question carries **10** marks.

- 2. (i) Why is observation becoming an important component of consumer research ?  
(ii) Why might a researcher prefer to use focus groups and in which situations ? Discuss.
- 3. Describe Maslow's Need Hierarchy Theory and explain its applications in Marketing with suitable examples.
- 4. Define Consumer learning. Discuss the principles of Classical Conditioning theory. How can this theory be applied to the development of marketing strategies ?
- 5. Explain a person's attitude toward visiting an amusement park like Disney World with the help of Tricomponent Attitude Model.

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

6. Define the term reference group. Discuss the different reference groups that influence Consumer's attitude and behaviour citing suitable examples.
7. What do you understand by Social Class ? Discuss in detail the different measures of social class in Indian context.
8. Define Culture. Highlight the Indian core values. How are these core values relevant to consumer behavior ?
9. Describe the concept of 'Diffusion of Innovations'. Explain the steps in the diffusion process.