

Exam. Code : 105405

Subject Code : 1400

Bachelor in Business Administration (BBA) 5<sup>th</sup> Semester

**BBA-511 : CONSUMER BEHAVIOUR**

**Group—A**

Time Allowed—3 Hours] [Maximum Marks—50

**Note :—** Attempt *five* questions in all, selecting at least *one* question from each section. The **fifth** question may be attempted from any section. All questions carry equal marks.

**SECTION—A**

1. Define consumer behaviour. Discuss the need for studying consumer behaviour. 10
2. Discuss various theories of personality and how they influence consumer behaviour. Explain with suitable examples. 10

**SECTION—B**

3. How is perception measured in consumers ? Explain any two methods in detail. 10
4. (a) Define consumer attitude. Explain tricomponent attitude model. 7
- (b) Discuss any two methods of attitude measurement. 3

**SECTION—C**

5. (a) Discuss the influence of reference group on consumer behaviour. 5
- (b) Which reference group would you follow if you have to :
  - (i) Purchase a car
  - (ii) Choose a MBA school for admission ?

Give reasons for your reference group selection. 5

6. How does culture and subculture influence consumer-buying process ? 10

**SECTION—D**

7. Who are opinion leaders ? What roles do they play in the development of brand ? 10
8. What is consumer decision-making process ? Explain with the help of a suitable example. 10