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V Semester B.B.M. Examination, November/December 2014.
(2014 – 2015 and Onwards) (Freshers)
5.6 : Elective Paper – I : CONSUMER BEHAVIOUR

Time : 3 Hours

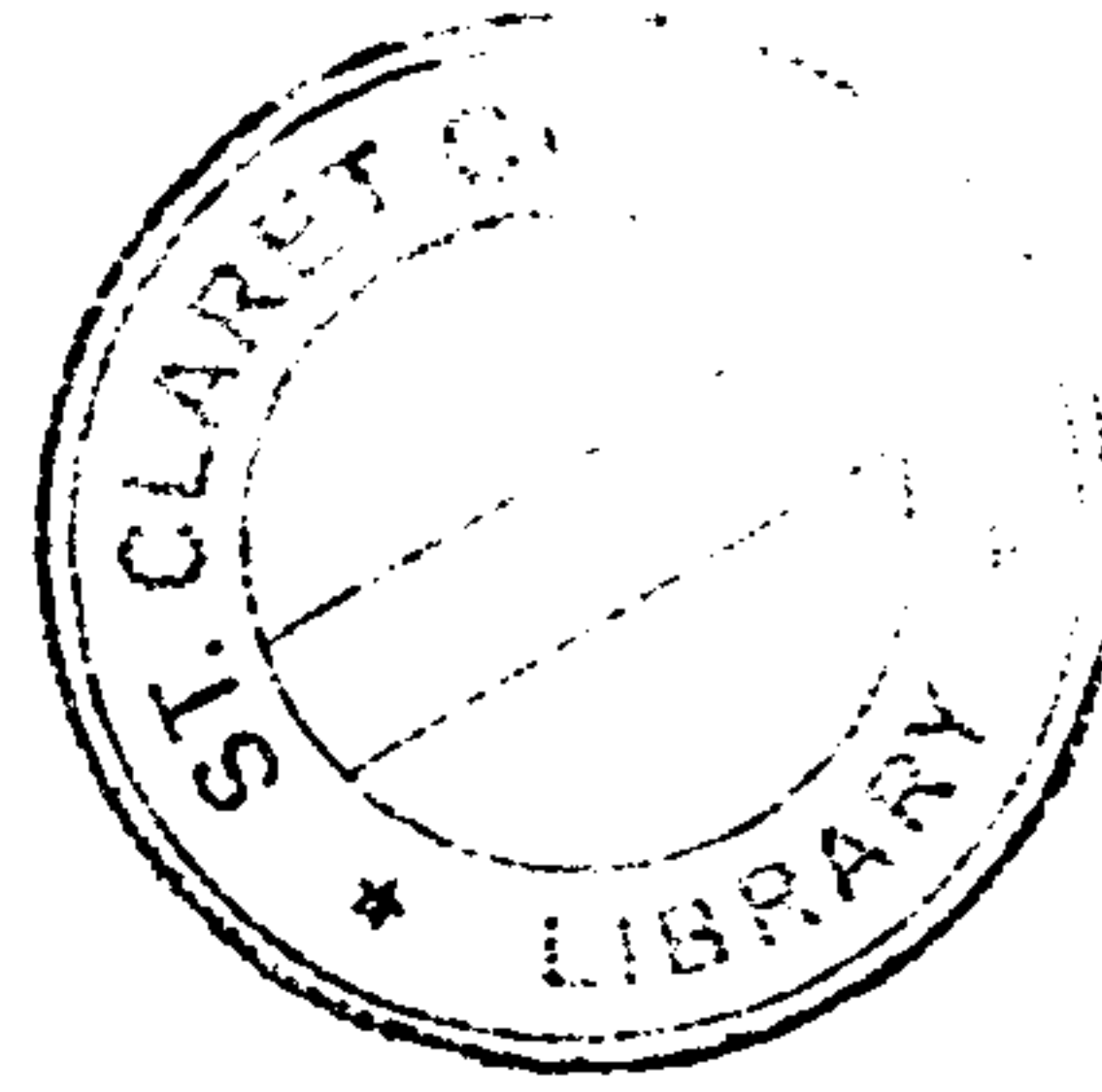
Max. Marks : 100

Instruction : Answers should be written in English only.

SECTION – A

1. Write the answers in **2-3** lines. Answer **any 8** questions. **Each** question carries **8** marks. **(8×2=16)**

- a) What is consumer behaviour ?
- b) Give the meaning of Innovation.
- c) What is sub culture ?
- d) Who are Laggards ?
- e) What is motivation ?
- f) What meant by social class ?
- g) What is meant by Learning ?
- h) Define consumerism.
- i) Who is an opinion leader ?
- j) What is CPA ?



SECTION – B

Answer **any 3** questions. **Each** question carries **8** marks.

(3×8=24)

2. Explain the benefits of Market Segmentation.
3. Mention the features of a loyal consumer.

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4. Write a note on the relationship between attitude and behaviour.
5. Mention the causes of customer dissatisfaction.

SECTION – C

Answer **Q. No. 10** which is **compulsory** and **three** of the remaining questions.

Each answer carries **15** marks.

(4×15=60)

6. What is Consumer Behaviour ? Explain the current trends in Consumer Behavior.
 7. What is Learning ? Explain any 2 Learning Theories in detail.
 8. What is Culture ? Explain the cultural factors affecting Consumer Behaviour.
 9. What is consumer satisfaction ? How can a marketer enhance consumer satisfaction ?
 10. Who is a consumer ? What are the changing trends of consumer in India ?
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