



UN – 443

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V Semester B.B.M. Examination, November/December 2015
(2014–15 & Onwards) (F+R)

5.6 : Elective Paper – I : CONSUMER BEHAVIOUR

Time : 3 Hours

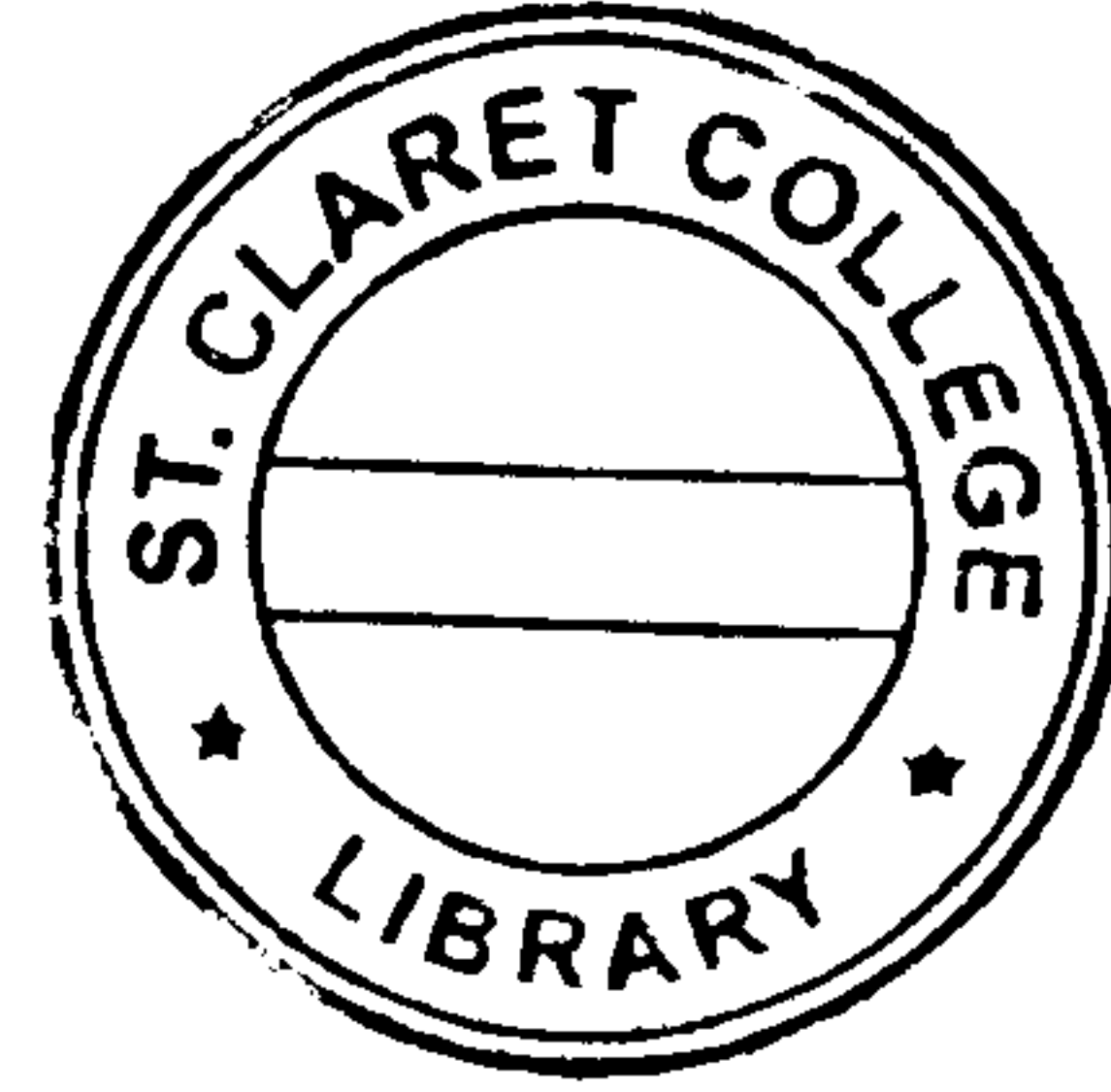
Max. Marks : 100

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 **2** marks. (8×2 = 16)

- a) Define Consumer Behaviour.
- b) What do you understand by Reference Group ?
- c) What do you mean by Ego in Consumer Behaviour ?
- d) What is Consumer Need ?
- e) What do you mean by culture ?
- f) Give the meaning of brand personality.
- g) What do you mean by consumer satisfaction ?
- h) Who are laggards ?
- i) What is meant by learning ?
- j) What does CPA mean ?



SECTION – B

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

(3×8 = 24)

2. Explain the components of attitude.
3. Explain Maslow's Need Hierachy Theory.
4. Explain the roles in family decision making process.
5. Mention the features of a loyal consumer.

P.T.O.



SECTION - C

Answer Question No. 10 which is **compulsory** and **any three** remaining questions.
(4×15 = 60)

6. Explain the benefits of market segmentation. What are the strategic options a marketer has to segment the market.
 7. Explain the concept of VALS model of Consumer Behaviour.
 8. What is Consumerism ? Explain the reasons for the consumer movement in India.
 9. What is attitude ? Explain the factors affecting formation of consumer attitude.
 10. What is Perception ? Explain the perceptual process in detail.
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