

VI Semester B.B.M. Examination, April/May 2015

VI Semester Scheme) (Repeaters) (11-12 and Onwards/Prior to 11-12)

Business Management

Paper – 6.4 : Elective Paper – III : CONSUMER BEHAVIOUR

Hours

Max. Marks : 100/90

Instructions : 1) Answers should be written in **English only**.

2) Sections **A, B and C** to be answered by **all repeaters**

(90 marks).

3) Section **D** to be answered by students of **2013-14 only**.

4) (100 marks – 2013-14 only/90 marks – Prior to 2013-14).

SECTION – A

Answer any 10 questions. Each question carries 2 marks.

(10×2=20)

1) What is buying motive ?

2) Define consumer behaviour.

3) What is high involvement buying decision ?

4) Who is a hardcore brand loyal customer ?

5) What is a habit ?

6) Mention any 2 features of groups.

7) State any 2 features of business buying behaviour.

8) What is consumer information ?

9) What is cross cultural marketing ?

10) What is co-shopping ?

11) What is halo effect ?

12) What is reinforcement ?



## SECTION - B

Answer **any 5** questions. **Each** question carries **5** marks. (5x5=25)

2. Discuss the role of consumer attitude in developing marketing strategy.
3. Discuss the role of media in the buying behaviour of a consumer.
4. Briefly describe the differences between consumer buying behaviour and organizational buying behaviour.
5. Describe the role of packaging and labelling in consumer behaviour.
6. Briefly explain the learning theory.
7. Briefly explain the different approaches to brand loyalty.
8. Explain the characteristics of social classes in India.

Paper -

(1)

me : 3 Hours

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## SECTION - C

Answer **any 3** questions. **Each** question carries **15** marks. (3x15=45)

9. Explain the different stages of industrial buying behaviour.
10. Define consumer personality. Explain the need of studying consumer personality for a market.
11. Explain the rights and duties of a consumer.
12. What is a reference group ? Discuss the role of groups in consumer behaviour.

Answer any te  
marks.

1. a) What is
- b) Name th
- c) Define a
- d) What do
- e) Who is a
- f) Define in
- g) Who are
- h) What is
- i) Define 'r
- j) What is
- k) What ar
- l) What is

Explain the various marketing communication tools.

## SECTION - D

nts of 2013-14 only) (1x1=1)

of social class on saving and buying attitude of

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