



CS – 397

55

V Semester B.B.A. Examination, March 2023
(CBCS) (2016-17 and Onwards) (F+R)
BUSINESS ADMINISTRATION

Paper – 5.5 : Elective Paper – I Consumer Behaviour

Time : 3 Hours



Max. Marks : 70

Instruction : Answers should be written in **English only**

SECTION – A

Answer **any five** of the following :

(5×2=10)

1. a) Give the meaning of consumer behaviour.
- b) State any two benefits of motivation.
- c) What do you mean by cross culture ?
- d) List any two advantages of consumer research.
- e) What is learning ?
- f) Define the term consumerism.
- g) What is reference group ?

SECTION – B

Answer **any three** of the following :

(3×6=18)

2. State the advantages of marketing strategy.
3. Discuss the factors influencing house hold decision making.
4. Briefly explain the role of leader.
5. What are the salient features of Competition Act ?
6. Explain the stages of group formation.

P.T.O.



SECTION – C

Answer **any three** of the following :

(3×14=42)

7. What are the sources of consumer dissatisfaction ?
 8. Discuss in detail the consumer decision making process.
 9. Briefly explain the determinants of family role structure.
 10. State how various factors influence on consumer behaviour.
 11. Briefly state the composition and objects of consumer protection councils.
-