

Roll No. ....

**BBA-401(N)**

**B. B. A. (Fourth Semester)  
EXAMINATION, May/June, 2015**

(New Course)

Paper First

CONSUMER BEHAVIOUR

*Time : Three Hours ]*

*[ Maximum Marks : 70*

**Note :** Q. No. 1 from Section A is compulsory. Attempt four more questions choosing *two* each from Sections B and C

**Section—A**

4 each

(Short Answer Type Questions)

1. (A) Define consumer behaviour.
- (B) What are the various roles a consumer plays in the buying process ?
- (C) What is the 'economic model' of consumer behaviour ?
- (D) What is perceptual organization ?
- (E) What do you understand by reference groups ?
- (F) What is customer loyalty ?
- (G) How does life style influence consumer behaviour ?
- (H) What are the 7 Ps of service marketing ?

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- (I) What activities a consumer performs while searching for information in consumer behaviour ?
- (J) Who are 'gate keepers' in the industrial buying process ?

**Section—B**

15 each

**(Long Answer Type Questions)**

- 2. Why should a marketer study consumer behaviour ? Discuss citing suitable examples.
- 3. Explain either psychoanalytic or sociological model of consumer behaviour with suitable examples.
- 4. How does learning influence consumer behaviour ? Explain the Pavlovian theory of learning.
- 5. What do you mean by "Attitude" ? How does a consumer form an attitude towards a product ? Discuss with examples.

**Section—C**

15 each

**(Long Answer Type Questions)**

- 6. What are the implications of post-purchase behaviour for a marketer ? Explain with example.
- 7. What are the characteristics of industrial markets ? Discuss.
- 8. Explain how stages of family life cycle influence a consumer's behaviour.
- 9. What do you understand by consumer communication process ? Discuss.