

Roll No.

BBA-401(N)

**B. B. A. (Fourth Semester)
EXAMINATION, May, 2013**

(New Course)

Paper First

CONSUMER BEHAVIOUR

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt all questions. All questions carry equal marks.

1. Compare and contrast between the economic and psychoanalytic models of consumer behaviour.

Or

Explain either Howard-Sheth model or Nicosia model.

2. What is perception ? How does it affect consumer behaviour ?

Or

What do you understand by attitude ? How is attitude formed ? Discuss.

3. What is a reference group ? How does it affect consumer decision making ?

Or

What is post-purchase behaviour ? What are its implications for the marketers ? Explain.

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4. What is industrial buying behaviour ? In what ways is it different from the individual buying behaviour ? Discuss.

Or

What are the characteristics of Industrial markets ? Elaborate.

5. Write notes on any *two* of the following :
- (a) Consumer buying roles
 - (b) Theory of classical conditioning
 - (c) Traits theory of personality
 - (d) Consumer satisfaction