

Roll No.

Total No. of Questions : 07]

[Total No. of Pages : 02

BBA (Sem. - 4th)
CONSUMER BEHAVIOUR
SUBJECT CODE : BB - 403
Paper ID : [C0220]

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

Section - A

Q1)

(10 × 2 = 20)

- a) Decision Making Process.
- b) Learning Process.
- c) Cultural Influence on Consumer.
- d) Adoption.
- e) Opinion Leadership Process.
- f) Consumer Attitudes.
- g) Consumer Reference Group.
- h) Personality and Consumer Behaviour.
- i) Brand Loyalty.
- j) Relationship Marketing.

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Section - B**(4 × 10 = 40)**

- Q2)** Define Consumer Behaviour? Which individual factors affect Consumer Behaviour? Explain in detail.
- Q3)** Explain Consumer Motivation. How does it influence Consumer Behaviour?
- Q4)** Explain personality in relation to Consumer Behaviour. Write down various theories of personality.
- Q5)** What is a Reference Group? How it affects behaviour of a consumer? Explain in detail.
- Q6)** What does Consumer Attitude mean? Explain tricomponent attitude model.
- Q7)** Define Learning. What is stimulus generalization under the Classical theory of Learning?

