

Roll No. ....

Total No. of Questions : 07]

[Total No. of Pages : 02

**BBA (Sem. - 4<sup>th</sup>)**  
**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) What is meant by sensation?
- b) What do you mean by absolute threshold?
- c) What is cognitive component of attitude formation?
- d) What are reference groups?
- e) Who are laggards?
- f) Define attitude.
- g) Define perception.
- h) Who are opinion leaders?
- i) What is classical learning theory?
- j) What is differential threshold?

**J-217**

**P.T.O.**

**Section - B****(4 × 10 = 40)**

- Q2)** Define consumer behaviour. What is the role of consumer behaviour in marketing strategy?
- Q3)** Explain consumer motivation and describe its role in marketing strategy.
- Q4)** What is meant by personality? Explain the theories of personality in the context of consumer behaviour.
- Q5)** What do you mean by consumer learning? Explain the application of instrumental learning theory in marketing.
- Q6)** What is the role of social class in marketing? How is it measured?
- Q7)** Explain the difference between culture and sub-culture. What is the role of culture in consumer behaviour?

