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Total No. of Pages : 02

Total No. of Questions : 09

**BBA (2012 & Onward Batches)**  
**Bachelor In Service Industry Management (SIM) (2014 Batch) (Sem.-4)**

**CONSUMER BEHAVIOUR**

Subject Code : BBA-403

Paper ID : [A2373]

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains **TWO** questions, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

**SECTION-A**

**Q1) Write briefly :**

- a) Define consumer.
  - b) What do you mean by purchase behaviour?
  - c) Discuss positive motivation.
  - d) Define product personality.
  - e) Discuss the importance of reference groups.
  - f) What is family decision making?
  - g) Define culture.
  - h) Discuss the characteristics of opinion leaders.
  - i) What do you mean by diffusion of innovations?
  - j) What are the different types of consumer decisions?
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## **SECTION-B**

### **UNIT-I**

- Q2) What do you understand by consumer behavior? Describe areas of consumer behavior application in marketing.
- Q3) Describe different factors affecting buying behavior.

### **UNIT-II**

- Q4) Why are consumer's needs and goals constantly changing?
- Q5) What is personality traits theory? Give examples of how personality traits can be used in consumer behaviour.

### **UNIT-III**

- Q6) What do you understand by Reference Group? What are those factors that affect the reference group?
- Q7) Why is the study of culture important to the marketer?

### **UNIT-IV**

- Q8) What do you understand by Adoption Process? Discuss in detail different stages in the Adoption Process.
- Q9) Briefly describe different models of consumer decision-making.