

Roll No. ....

Total No. of Questions : 07]

[Total No. of Pages : 02

**Paper ID [C0220]**

(Please fill this Paper ID in OMR Sheet)

**BBA (Sem. - 5<sup>th</sup>/6<sup>th</sup>)****CONSUMER BEHAVIOUR (BB - 403)****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) Consumer Learning
- b) Diffusion of Innovation.
- c) Product Personality
- d) Emotional Motives
- e) Reference Group
- f) Perceptual Bias
- g) Decision Process
- h) Consumer as a Perceiver
- i) Attitude Change
- j) Family Influence

**Section - B****(4 × 10 = 40)**

- Q2)** What is Consumer Behaviour? Discuss the importance of Consumer in marketing.
- Q3)** Explain personality influences on Consumer Behaviour by taking a suitable example.

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- Q4)** Discuss the role of motivation in Consumer Behaviour. Explain positive and negative motivation.
- Q5)** What factors influence Reference Groups to make decisions on products and brands?
- Q6)** What is Perception? How does it help in decision-making?
- Q7)** Discuss the family lifestyle stages and the changing consumption pattern?

