

Roll No.....

2

BBA-401(N)

B.B.A. (Fourth Semester) Exam.-2014

(New Course)

Paper: First

Consumer Behaviour

Time: Three Hours]

[Maximum Marks: 70

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

1. Define consumer behavior. How does the study of consumer behavior help in a marketer's decision making? Explain with examples.

OR

What do you understand by Consumer Research Process? Discuss in detail with examples.

BBA-401(N)-AY-2100

2. Explain the economic, psychoanalytic and sociological models of consumer citing suitable examples.

OR

Explain either Engel-Kollat-Blackwell model or Howard- Sheth model.

3. What do you mean by the Family Life Cycle? How does FLC influence consumer decision making?

OR

How do socio-cultural factor influence a consumer's decision making? Explain with examples.

4. What is attitude? How is attitude formed? Discuss with examples.

OR

What is learning? Discuss the Pavlovian theory of learning.

BBA-401(N)-AY-2100

5. Write notes on any two of the following:

- (a) Post purchase behavior
- (b) Consumer satisfaction
- (c) Attitude measurement
- (d) Industrial Buying Process