

VI Sem. B.B.M. Examination, May/June 2007
(Semester Scheme)

6.4 : E - 2 : Paper - 3 : CONSUMER BEHAVIOUR

Time: 3 Hours

Max. Marks: 90

Instruction : Answers to be completely in English.

SECTION - A

Answer any ten of the following. Each carries 2 marks.

- a) What is the family packaging ?
- b) What is Social class mobility ?
- c) Define the term 'Group Dynamics'.
- d) Mention the stage in buying process.
- e) Suggest some important components of culture.
- f) What do you mean by qualitative research ?
- g) Mention any four rights of Consumer.
- h) Give the meaning of Social responsibilities of business.
- i) Define the term 'buying motives'.
- j) Define the term buyer behaviour.
- k) Give the meaning of comparative reference group.
- l) Define Sociocultural Segmentation.

SECTION - B

Answer any five of the following questions in about 30 lines each. Each question carries 5 marks.

- 1) Briefly explain the cultural value and consumer behaviour.
- 2) Briefly explain the different types of groups.

4. Define personality. State the factors determining personality.
5. Write a short note brand loyal consumer.
6. Briefly explain the importance of Consumer Decision Making Process.
7. Discuss briefly the Engel-Kollat-Blackwell model.
8. Discuss briefly the social responsibilities of Management and Ethics.
9. How is Family considered as a reference groups ?

SECTION - C

Answer **any three** questions. **Each** question carries **15** marks.

10. What are the roles of family members in Decision Making ? Explain.
 11. What do mean by cross-culture ? Discuss the basic areas related to cross-culture.
 12. Define social class. How do you measure it ?
 13. Define perception. Why do individuals hold different perceptions ?
 14. Explain Current Trends in consumer behaviour.
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