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(Printed Pages 3)

Roll. No. _____

MS-3166

B.B.A.(Semester-II) Examination, 2015

CONSUMER BEHAVIOUR

(BBA-203)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer five questions in all. Question No.1
is compulsory. In addition attempt one
question from each unit.

1. Explain the following concepts in brief :

3 × 10 = 30

- (a) Inter-relationship between Need and Goal.
- (b) Variety seeking buying behaviour.
- (c) Buying centre
- (d) VALS
- (e) Opinion Leaders.
- (f) Perceptual defence mechanism
- (g) Consumer Involvement Level

P.T.O.

(2)

- (h) Differential threshold
- (i) Fear appeal in advertisements marketing communications.
- (j) Brand personality.

UNIT-I

- 2. Define 'consumer behaviour'. Justify how a 'consumer centric approach' to marketing is better than the traditional approach. 10
- 3. What impact does demography, social and cultural environment have on marketing management? 10

Unit-II

- 4. Define 'Attitude'. Discuss its nature and process of attitude formation. 10
- 5. Describe the hierarchical nature of needs using Maslow's pyramid. to what extent does it fit in the Indian context? 10

Unit-III

- 6. Explain the Five Stage Model of consumer decision making with the help of an example. 10

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- 7. 'Market transition in india since liberalisation has led to rising consumerism' Elucidate.

Unit-IV

- 8. Discuss the situational factors influencing purchase decision of a consumer. 10
- 9. (a) What are the different types of Reference Groups? 5×2=10
- (b) How does self-concept influence consumer behaviour.

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