

S.D.E.

B.B.A. (2006 Course) Sem-V : SUMMER - 2019

SUBJECT :ELECTIVE – I : b) CONSUMER BEHAVIOUR (Marketing)

Day : Wednesday

Date : 08/05/2019

S-2019-4919

Time 02.00 PM TO 05.00 PM

Max. Marks : 80

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N.B.

- 1) Attempt ANY FIVE questions from Section – I. Each question carries 10 marks.
  - 2) Attempt ANY TWO questions from Section – II. Each question carries 15 marks.
  - 3) Both the sections should be written in the SAME answer book.
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SECTION - I

- Q.1 What measures are taken by the Government to protect the consumer interest?
- Q.2 Define buying motives? Explain the classifications of buying motives with suitable examples.
- Q.3 What do you mean by consumer behaviour? Discuss the need for studying consumer behaviour.
- Q.4 Explain the term consumer psychology with reference to Electronic Books. (E-books)
- Q.5 Write a detailed note on E-marketing environment.
- Q.6 How consumer buying behaviour differs from industrial buying behaviour?
- Q.7 Write short note on ANY TWO of the following:  
a) Redressal Machinery under Consumer Protection Act.  
b) Emergence of Global Consumers.  
c) Consumer Delight.  
d) Reasons behind rise of Consumerism.

SECTION - II

- Q.8 Design a questionnaire to study the influence of consumer attitudes and personality on buying behaviour with reference to:  
i) Electronic Bikes. ii) LED Televisions.
- Q.9 Mr. Rajesh plans to buy a water purifier for his family. By using Howard – Sheth model explain the buying decision process.
- Q.10 “Psychology of consumer changes at every buying process”. Elaborate your views.

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