

S.D.E.

B.B.A. (2006 COURSE) SEM-V : SUMMER - 2018

SUBJECT: ELECTIVE - I: b) CONSUMER BEHAVIOUR (MARKETING)

Day: **Friday**
Date: **08/06/2018**

S-2018-4315

Time: **02.00 PM TO 05.00 PM**
Max. Marks: 80

N.B.:

- 1) Attempt **ANY THREE** questions from Section - **I** and **ANY TWO** questions from Section - **II**.
- 2) Answers to both the sections should be written in the **SEPARATE** answer books.
- 3) Figures to the right indicate **FULL** marks.

SECTION - I

- Q.1** What do you mean by consumer behaviour? Explain the societal factors that influence the consumer buying behaviour. (16)
- Q.2** Describe the Economic Model of consumer buying behaviour. (16)
- Q.3** What do you understand by "Perception"? Explain the perceptual process in detail. (16)
- Q.4** What is industrial buying? Explain the various stages involved in the process of industrial buying. (16)
- Q.5** Write short notes on **ANY TWO** of the following: (16)
- a) Psychoanalytical model
 - b) Concepts of "Consumer" and "Customer"
 - c) After sales services
 - d) Steps in the process of "Learning" in consumer buying behaviour

SECTION - II

- Q.6** What is Consumerism? State the reasons behind rise of consumerism with suitable examples. (16)
- Q.7** What do you understand by "Consumer Protection Act, 1986"? Explain the benefits of consumerism with suitable examples. (16)
- Q.8** Explain how the study of consumer buying behaviour helps in designing the product promotional strategies. Give suitable examples of your choice. (16)

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