

**S.D.E.**

**B.B.A. (2006 COURSE) SEM-V : WINTER - 2017**

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

Day: **Monday**  
Date: **18/12/2017**

**W-2017-4124**

Time: **10.00 AM TO 1.00 PM**  
Max. Marks: 80

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**N.B.:**

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

- Q.1** What do you mean by consumer behaviour? Describe the consumer behaviour with the help of Howard Sheth model. **(16)**
- Q.2** What do you understand by "Learning" in consumer buying behaviour? Explain the steps involved in the Learning Process. **(16)**
- Q.3** Define "Personality". Explain the nature of personality and the stages of personality development. **(16)**
- Q.4** What is industrial buying? Discuss the various stages of industrial buying process. **(16)**
- Q.5** Write short notes on **ANY TWO** of the following: **(16)**
- a) Consumer reference groups
  - b) Psychoanalytical model of consumer behaviour
  - c) The concept of "Perception" in buying decision
  - d) Emergence of global consumer

**SECTION - II**

- Q.6** What is meant by consumerism? Explain scope and benefits of consumerism. **(16)**
- Q.7** What is Consumer Protection? Explain the reasons for Consumer Protection? Give suitable examples. **(16)**
- Q.8** What is "Consumer psychology" and "Consumer satisfaction"? Explain with suitable example how consumer psychology and consumer satisfaction go hand in hand. **(16)**

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