

CDOE
BACHELOR OF BUSINESS ADMINISTRATION (CBCS- 2018 COURSE)

B.B.A. Sem-V : WINTER :- 2021
SUBJECT: CONSUMER BEHAVIOR

Day : Tuesday
Date 22-02-2022

W-18940-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 70

N. B.:

- 1) Attempt **ANY FOUR** questions from Section – I and attempt **ANY TWO** questions from Section – II.
- 2) Answer to both section should be written in the **SAME** answer books.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** What is learning? Explain the importance of learning in understanding the Consumer Behavior? [10]
- Q.2** Define opinion leaders. What are the traits of opinion leaders and how this concept is used by marketers? [10]
- Q.3** Define culture. What are the most important characteristics of culture that reflects its nature? Why is the study of culture important to marketers? [10]
- Q.4** What are the factors that are likely to increase pre-purchase search for information by consumers? Discuss giving suitable examples. [10]
- Q.5** Explain the Nicosia Model of consumer buying behavior.
- Q.6** Write short notes on **ANY TWO** of the following: [10]
- a) Rights of Consumer
 - b) Consumer Delight
 - c) Focus Group

SECTION – II

- Q.7** Discuss the emerging trends in Indian market with special reference to changing consumer behavior. Explain the application of understanding consumer behavior in marketing decisions? [15]
- Q.8** Explain any one approach to study consumer lifestyle. Discuss the applications to which a marketer's understanding of lifestyle analysis can be used in taking marketing decisions, explain with suitable examples? [15]
- Q.9** Which of the stages of the family life cycle would constitute the most lucrative segment(s) for the following products and services? [15]
- i) Leisure Holiday Destination
 - ii) Hygienic and Nutritious Food