

CDOE
BACHELOR OF BUSINESS ADMINISTRATION (CBCS-2019 COURSE)
B.B.A. SEM - V : WINTER :- 2021
SUBJECT: CONSUMER BEHAVIOR

Day : Tuesday
Date 22-02-2022

W-21937-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 60

N. B.:

- 1) Attempt **ANY THREE** 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? **[12]**
- Q.2** Define opinion leaders. What are the characteristics of opinion leaders? State how marketers make use of them. **[12]**
- Q.3** What do you mean by culture? Explain its salient features and why is it important for marketers. **[12]**
- Q.4** Differentiate between consumer buying and organizational buying. Enumerate giving examples. **[12]**
- Q.5** Write short notes on **ANY THREE** of the following: **[12]**
- a) Motivation and Involvement
 - b) Rights of Consumer
 - c) Consumer Delight
 - d) Social Class
 - e) Focus Group

SECTION – II

- Q.6** Discuss the emerging trends in Indian market with special reference to changing consumer behavior. Explain its application for a product of your choice. **[12]**
- Q.7** Which of the stages of family life cycle would constitute the most lucrative segment(s) for the following? **[12]**
- i) Leisure Holiday Destination
 - ii) Indian Fast Food
- Q.8** A marketer of high end perfume for women wants to use AIO (Activities, Interests and Opinions) segmentation to select appropriate marketing strategy for this product. Which segments in your view, will be most suitable and why? **[12]**