

**CDOE**  
**BACHELOR OF BUSINESS ADMINISTRATION (2006 COURSE)**  
**B.B.A. Sem-V : WINTER :- 2021**  
**SUBJECT: CONSUMER BEHAVIOUR (MKT)**

**Day : Monday**  
**Date 7/3/2022**

**W-5398-2021**

**Time : 10:00 AM-01:00 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) Figures to the right indicate **FULL** marks.
  - 3) Answers to both the sections should be written in the **SAME** answer book.
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**SECTION - I**

- Q.1** Explain need for studying Consumer Behaviour. Give appropriate examples. **(16)**
- Q.2** Draw a neat diagram of the Nicosia Model of Buyer Behaviour and elaborate in details. **(16)**
- Q.3** What is meant by Consumers satisfaction and Consumer Delight? What is the difference between both of them? **(16)**
- Q.4** Compare Industrial Buying Behaviour and Consumer Buying Behaviour in details. **(16)**
- Q.5** Write short note on **ANY TWO** of the following: **(16)**
- a) Influence of social classes on Buying Behaviour
  - b) Reference groups
  - c) Emergence of Global Consumer
  - d) Buying motives

**SECTION - II**

- Q.6** A five star hotel in year city would like to study satisfaction of the customers visiting them. Which are the parameters of satisfaction they should study? **(16)**
- Q.7** A family wants to purchase new car during an upcoming festive season. Which factors will influence family's decision to buy a new car? **(16)**
- Q.8** 'Aerospeed' new economy airline wants to start new air transport services under new Govt. Scheme Udan. How they can use consumer behaviour theory to identity their customers? Explain. **(16)**

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