

**BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)**

**B.B.A. Sem-V : WINTER : 2021**

**SUBJECT: CONSUMER BEHAVIOR**

**Day : Friday**  
**Date : 04-02-2022**

**W-18841-2021**

**Time : 10:00 AM-01:00 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 Consumer Buying Behavior? Explain Consumer Buying Behavior Process with suitable example for each step. **[12]**
- Q.2** Explain the consumer buying behavior model of 'Howard-Sheth'. **[12]**
- Q.3** Elaborate consumer perception and what is the effect of the same on buying behavior. **[12]**
- Q.4** How can knowledge of personality be used to develop marketing strategy? **[12]**
- Q.5** Write short notes on **ANY THREE** of the following: **[12]**
- a)** Industrial Consumer
  - b)** Cognitive Dissonance
  - c)** Consumer Adoption Process
  - d)** Consumer Attitude
  - e)** Adopter categories

**SECTION – II**

- Q.6** Explain the steps involved in post purchase behavior? How do retailers attend to the interests of retail consumer? **[12]**
- Q.7** Explain with suitable examples how buying behavior varies with stages of family life cycle. How can different members in household be involved in different stages of family decision process? **[12]**
- Q.8** How does reference group influence vary over products category. What group influence can you expect in the buying of Residential property and why? **[12]**

\* \* \* \*