

BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)

B.B.A. Sem-V : : SUMMER - 2022

SUBJECT : CONSUMER BEHAVIOR

Day : Friday
Date : 27-05-2022

S-18841-2022

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.
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SECTION – I

- Q.1** What is Consumer Buying Behavior? How will you differentiate the buying behavior of industrial consumer from an individual consumer buying behavior? [12]
- Q.2** Explain the consumer buying behavior using Nicosia model. [12]
- Q.3** Define reference group and explain the types of reference groups with distinctive characteristics. [12]
- Q.4** Explain the concept of perception. Describe the role of perception on developing marketing strategy? [12]
- Q.5** Write short notes on **ANY THREE** of the following: [12]
- a) Post purchase dissonance
 - b) Diffusion of Innovation
 - c) Consumer Adoption Process
 - d) Consumer Delight
 - e) Consumer dispute redressal agency

SECTION – II

- Q.6** Explain the steps involved in pre-purchase behavior? How do marketers attend to the interests of consumer? Explain with suitable example. [12]
- Q.7** As a marketing manager of a firm what external factors you will use and alter to promote following products? [12]
- i) Sun Glasses
 - ii) Branded Shirt
- Q.8** You are the brand manager of a refrigeration segment of products. Describe how an understanding of consumer behavior will help you in your segmentation strategy and promotion strategy. What are the consumer behavior variables that are crucial to your understanding of this market? [12]