

Roll No.

Total Pages : 2

301504

December 2022
BBA-V SEMESTER
Consumer Behavior (BBA/GEN/504)

Time: 3 Hours]

Max. Marks : 75

Instructions :

- 1. It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
- 2. Answer any four questions from Part-B in detail.*
- 3. Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. Briefly explain the following :

- | | |
|---|-------|
| (a) Attitude. | (1.5) |
| (b) Marketing strategy. | (1.5) |
| (c) Sub culture. | (1.5) |
| (d) Activities, Interests, and Opinions (AIO) | (1.5) |
| (e) Lifestyle. | (1.5) |
| (f) Consumer diversity. | (1.5) |
| (g) Importance of consumer behavior. | (1.5) |
| (h) Social class mobility. | (1.5) |
| (i) Behavior intention. | (1.5) |

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- (j) Effect of e-business on consumer decision-making. (1.5)

PART-B

2. Discuss the various factors influencing consumer behavior. (15)
3. Discuss popular theories of personality and how they influence consumer behavior. Explain with suitable examples. (15)
4. (a) Explain the various determinants of social class. (7.5)
(b) Discuss the stages of family life cycle. (7.5)
5. Explain Engel-Kollat-Blackwell model as a comprehensive decision-making model and illustrate its application in consumer behavior. (15)
6. (a) Discuss the importance of children in family decision-making with help of example. (7.5)
(b) Discuss the various types of consumer purchasing decision. (7.5)
7. Write short note on :
(a) Consumer decision-making process. (7.5)
(b) Tri-component attitude model. (7.5)