

Roll No.

PART-B

Total Pages : 2

301504

December 2023

BBA (GEN) 5th Semester

Consumer Behaviour (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. (a) Explain the role of family in decision making. (1.5)
- (b) How does attitude get formulated? (1.5)
- (c) Explain characteristics of Indian consumer. (1.5)
- (d) What is family life cycle? (1.5)
- (e) Explain the concept of cross culture. (1.5)
- (f) Explain the concept of e-business. (1.5)
- (g) Differentiate between EPS and LPS. (1.5)
- (h) Differentiate between rational and impulsive buying. (1.5)
- (i) Explain role of feedback. (1.5)
- (j) Explain concept of variable indices. (1.5)

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[P.T.O.]

PART-B

2. Explain Neo Freudian and trait theory of personality. (15)
3. Explain behaviour intention model and change in attitude of consumer. (15)
4. Explain the effect of culture and subculture on consumer behaviour with the help of example. (15)
5. Define the consumer behaviour. Explain the factors affecting consumer behaviour. (15)
6. What is consumer decision making? Explain Nicosia Model in detail. (15)
7. Define social mobility. Explain determinants of social class and the application of social class to consumption. (15)