



NS – 513

V Semester B.B.A. Examination, November/December 2016
(CBCS) (Fresh)
(2016 – 17 & Onwards)
Business Administration
5.5 : Elective Paper – I : CONSUMER BEHAVIOUR

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in **English only**.

SECTION – A

Answer **any five** of the following.

(5×2 = 10)

1. a) What is Geographic Segmentation ?
- b) What is Motivation ?
- c) Who is a opinion leader ?
- d) What do you mean by consumer satisfaction ?
- e) Define the term consumer perception.
- f) What do you mean by 'Super Ego' ?
- g) What do you mean by family life cycle ?

SECTION – B

Answer **any three** of the following.

(3×6=18)

2. State briefly the need for studying consumer behaviour.
3. Mention the causes of customer dissatisfaction.
4. State the influence of social class on the behaviour of consumer.
5. Explain the stages of group formation.
6. Explain briefly features of motivation.

P.T.O.



SECTION – C

Answer **any three** of following.

(3×14=42)

7. Explain briefly the recent trends in consumer behaviour.
 8. State how various reference groups influence consumer behaviour.
 9. Explain the concept of VALS model of consumer behaviour.
 10. Mention the objectives of Consumer Protection Act 1986.
 11. What is consumerism ? Explain the reasons for the consumer movement in India.
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