



SN – 418

**V Semester B.B.M. Examination, November/December 2014  
(2014 – 2015 and Onwards) (Freshers)**

**5.6 : Elective Paper – I : CONSUMER BEHAVIOUR**

Time : 3 Hours

Max. Marks : 100

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

**SECTION – A**

1. Write the answers in **2-3** lines. Answer **any 8** questions. **Each** question carries **8** marks. **(8×2=16)**

- a) What is consumer behaviour ?
- b) Give the meaning of Innovation.
- c) What is sub culture ?
- d) Who are Laggards ?
- e) What is motivation ?
- f) What meant by social class ?
- g) What is meant by Learning ?
- h) Define consumerism.
- i) Who is an opinion leader ?
- j) What is CPA ?

**SECTION – B**

Answer **any 3** questions. **Each** question carries **8** marks.

**(3×8=24)**

2. Explain the benefits of Market Segmentation.
3. Mention the features of a loyal consumer.



4. Write a note on the relationship between attitude and behaviour.
5. Mention the causes of customer dissatisfaction.

### SECTION – C

Answer **Q. No. 10** which is **compulsory** and **three** of the remaining questions.

**Each** answer carries **15** marks.

**(4×15=60)**

6. What is Consumer Behaviour ? Explain the current trends in Consumer Behavior.
  7. What is Learning ? Explain any 2 Learning Theories in detail.
  8. What is Culture ? Explain the cultural factors affecting Consumer Behaviour.
  9. What is consumer satisfaction ? How can a marketer enhance consumer satisfaction ?
  10. Who is a consumer ? What are the changing trends of consumer in India ?
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