

V Semester B.B.M. Examination, November/December 2015
(2014–15 & Onwards) (F+R)

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 **2** marks. **(8×2 = 16)**
- Define Consumer Behaviour.
 - What do you understand by Reference Group ?
 - What do you mean by Ego in Consumer Behaviour ?
 - What is Consumer Need ?
 - What do you mean by culture ?
 - Give the meaning of brand personality.
 - What do you mean by consumer satisfaction ?
 - Who are laggards ?
 - What is meant by learning ?
 - What does CPA mean ?

SECTION – B

- Answer **any 3** questions. **Each** question carries **8** marks. **(3×8 = 24)**
- Explain the components of attitude.
 - Explain Maslow's Need Hierachy Theory.
 - Explain the roles in family decision making process.
 - Mention the features of a loyal consumer.



SECTION - C

Answer Question No. **10** which is **compulsory** and **any three** remaining questions.

(4×15 = 60)

6. Explain the benefits of market segmentation. What are the strategic options a marketer has to segment the market.
 7. Explain the concept of VALS model of Consumer Behaviour.
 8. What is Consumerism ? Explain the reasons for the consumer movement in India.
 9. What is attitude ? Explain the factors affecting formation of consumer attitude.
 10. What is Perception ? Explain the perceptual process in detail.
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