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V Semester B.B.A. Degree Examination, April - 2022

BUSINESS ADMINISTRATION

Consumer Behaviour

(CBCS Scheme 2018 Repeaters)

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answer should be written in English only.

SECTION - A

Answer any Five of the following. Each Sub-Question carries Two marks. (5×2=10)

1. a) What is Reference group?
- b) State any two types of consumer buying behaviour.
- c) What do you mean by consumer motivation
- d) What do you mean by personality?
- e) What are cross cultural influences?
- f) What do you mean by attitudes?
- g) Who is consumer?

SECTION - B

Answer any three of the following. Each question carries six marks. (3×6=18)

2. Explain the importance of motivation?
3. Write a note on:
 - a) Group Dynamics
 - b) Sub culture.

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4. Explain the trait theory of Personality?
5. State briefly the need for studying consumer Behaviour.
6. Discuss the state consumer Protection councils.

SECTION - C

Answer any three of the following. Each question carries 14 marks. (3×14=42)

7. Discuss the recent trends in consumer Behaviour?
8. Explain the Concept of Family life cycle in detail?
9. What is consumerism? Explain the reasons for consumer movement in India?
10. Explain the Consumer buying Decision Process in detail?
11. Explain the various measures for enhancing customer satisfaction?

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