



GN-378

101247

V Semester B.B.A. Examination, December - 2019

(CBCS) (F+R) (2016-17 and Onwards)

BUSINESS ADMINISTRATION (ELECTIVE PAPER - I)

MK-5.5 : Consumer Behaviour

Time : 3 Hours

Max. Marks : 70

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

SECTION - A

Answer **any five** sub-questions of the following. Each sub-question carries **2** marks.

5x2=10

1. (a) Who is a Consumer ?
- (b) Give the meaning of social responsibility.
- (c) Define the term Market Segmentation.
- (d) State the benefits of motivation.
- (e) What is Consumer Perception ?
- (f) Give the meaning of Personality.
- (g) State any two types of family.

SECTION - B

Answer **any three** of the following. Each question carries **6** marks.

3x6=18

2. Write a note on Indian Consumer Market.
3. Explain the importance of Motivation.
4. Explain the characteristics of reference groups.
5. Discuss the reasons behind Consumer Decision Making.
6. Explain the effects of Consumerism.

P.T.O.

**SECTION - C**

Answer any three of the following. Each question carries 14 marks. **3x14=42**

7. Explain various bases of Market Segmentation.
8. Discuss various theories of Personality.
9. Discuss cross cultural influences on consumer behaviour.
10. Discuss various theories of diffusion.
11. Explain various measures for enhancing consumer satisfaction.

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