Roll No. ....

Total No. of Questions : 13]   [Total No. of Pages : 02

Paper ID [B0152]

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BBA (BB - 804) (S05) (LE) (Sem. - 6th)
CONSUMER BEHAVIOUR

Time : 03 Hours   **Maximum Marks : 75**

Instruction to Candidates:

1)   Section - A is **Compulsory**.

2)   Attempt any **Nine** questions from Section - B.

Section - A

Q1)   *(15 x 2 = 30)*

a)   Define perception?

b)   How motivation research is helpful to study consumer behavior?

c)   What is cognitive Dissonance?

d)   Define absolute threshold?

e)   What is a social class?

f)   What is difference between need and goals?

g)   Define diffusion of innovation?

h)   Define consumer learning?

i)   Define negative motivation?

j)   Define product positioning?

k)   Define consumer research?

l)   Define reference group?

m)   What is operant conditioning?

n)   What is sub-culture?

o)   Define personality?

A-55   *P.T.O.*

Section - B

(9 x 5 = 45)

Q2) Why is it important to study consumer behavior for business organization?

Q3) Elaborate consumer research process?

Q4) Explain Howard sheath model of consumer behavior?

Q5) Describe basic stages in adoption process?

Q6) Explain tricomponent model of attitude?

Q7) What is a social class? Describe its types?

Q8) Discuss in detail the process of consumer perception?

Q9) Define culture and state its important characteristics?

Q10) Describe the concept of motive arousal & state its types?

Q11) Outline meaning & characteristics of reference group by citing e.g.?

Q12) What is the relevance of personality concept for understanding consumer behavior?

Q13) Write a note on classical conditioning theory of learning?

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