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B – 3891

Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, December 2016
(Career Related First Degree Programme Under CBCSS)
Elective Course
BM 1361.2 : CONSUMER BEHAVIOUR
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

I. Answer all questions in one or two sentences. Each question carries 1 mark.
(10×1=10 Marks)

- 1) Define consumer behaviour.
- 2) What do you mean by qualitative research ?
- 3) What is brand personality ?
- 4) What is a group ?
- 5) What do you mean by diffusion of innovations ?
- 6) What are the aims and objectives of Consumer Protection Act ?
- 7) When does a prepurchase search begins ?
- 8) What is routinized response behaviour ?
- 9) What do you mean by cross-cultural consumer behavioural analysis ?
- 10) What is AIO's ?

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SECTION – B

II. Answer any 8 questions. Each question carries 2 marks. (8×2=16 Marks)

- 11) Explain the characteristics of culture.
- 12) What is the need to protect the consumer ?
- 13) Explain economic model of consumer behaviour.
- 14) Explain the objectives of Consumer Protection Act, 1986.
- 15) What are the different levels of decisions ?
- 16) What are perceptual map ?
- 17) What are the four principal components of learning ?
- 18) Explain the perceptual constructs as per Howard and sheth.
- 19) Explain the basic features of group.
- 20) Explain the different types of appeals.
- 21) What are the different functions of consumer attitudes ?
- 22) Write a note on 'Trait Theory of Personality'.

SECTION – C

III. Answer any 6 questions. Each question carries 4 marks. (6×4=24 Marks)

- 23) What is reference group ? Why is its influence more important than that of other groups ?
- 24) Describe the role of young children in family consumption process.
- 25) Discuss the evolution of consumerism in India.
- 26) Explain the adoption process of new products.
- 27) What is group dynamics ? Why is it important for understanding consumer behaviour ?



- 28) Discuss the significance of culture to consumer behaviour.
- 29) What is social stratification ? Give the characteristics features of social stratification.
- 30) Explain the sociological model of consumer behaviour.
- 31) State in brief the characteristic features relevant to Indian consumers.

SECTION – D

IV. Answer **any two**. Each question carries **15** marks.

(2×15=30 Marks)

- 32) What are the major steps involved in consumer research process ? Explain.
 - 33) Explain the importance of post-purchase behaviour study and suggest the ways and means of managing dissonance.
 - 34) Explain the impacts of lifestyles and psychographics on consumer's buying decisions.
 - 35) What are the social classes identified in India ? What are the measures used to determine social classes ?
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