



Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, December 2017
(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) What is hybrid segmentation ?
- 2) What is reference group ?
- 3) What is Observational Research ?
- 4) What is compulsive consumption behaviour ?
- 5) What do you mean by consumer decision ?
- 6) Define social stratification.
- 7) What is self-actualisation needs ?
- 8) What is negative word of mouth ?
- 9) Who is an initiator in decision process ?
- 10) What is post purchase dissonance ?

SECTION – B

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

- 11) What is the difference between formal and informal group ?
- 12) What is classical conditioning ?
- 13) What is the role of opinion leaders in consumer behaviour ?
- 14) Write a note on consumer delight.
- 15) What do you mean by utilitarian need ?
- 16) What is brand loyalty ?



- 17) State the importance of studying consumer behaviour.
- 18) What is societal marketing concept ?
- 19) What are the three methods of collecting qualitative data ?
- 20) Name the general factors that trigger motive arousal.
- 21) State the role of Consumer Protection Council.
- 22) What is relationship marketing ?

SECTION – C

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

- 23) Explain consumer research process.
- 24) Explain socio-cultural segmentation.
- 25) Write a note on model of motivation process.
- 26) Explain defense mechanism.
- 27) What are the stages of personality development ?
- 28) What are the elements included in learning ?
- 29) Describe how an attitude is formed on the basis of personal influence.
- 30) Explain the consumer relevant groups in detail.
- 31) What is a social class ? Explain its features.

SECTION – D

IV. Answer any 2 questions. Each question carries 15 marks. **(2×15=30 Marks)**

- 32) What is culture ? How can it be measured ?
 - 33) Who is an opinion leader ? Explain the dynamics of the opinion leadership process.
 - 34) What is a decision ? What are the levels and views of consumer decision making ?
 - 35) Explain factors affecting consumer behaviour.
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