

Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, October 2019

Career Related First Degree Programme under CBCSS

Elective Course

BM 1361.2 : CONSUMER BEHAVIOUR

(2017 Admn Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences. Each question carries **1** mark.

1. Who is a consumer?
2. What is Dissonance?
3. Define customer value.
4. What is customer retention?
5. Define geographic segmentation.
6. What is motive?
7. Define consumerism.
8. What is Brand image?
9. What is reference group?
10. Who is a buyer?

(10 × 1 = 10 Marks)

SECTION – B

Answer any **eight** questions not exceeding **one** paragraph. **Each** question carries **2** mark.

11. Define consumer behaviour.
12. Who is a Gate Keeper?
13. What do you mean by Group Dynamics?
14. Define Normative reference group.
15. Define Buying motive.
16. What are the personal factors influencing consumer behaviour?
17. What are the different economic models of consumer behaviour?
18. What do you mean by Qualitative Research?
19. Define Product Positioning.
20. Define Sublimation.
21. What is stimulus?
22. What is aggregate marketing?

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions not exceeding **one** page each. **Each** question carries **4** marks.

23. What are the different types of sampling methods?
24. Explain the different consumer behaviour roles.
25. Explain the factors influencing Consumer Behaviour.

26. What are the psychological factors influencing consumer behaviour?
27. What are the social factors influencing buying behaviour?
28. What are the steps in strategic market planning process?
29. What are the different levels of consumer decision making?
30. Describe the different models or views of consumers.
31. Explain the determinants of consumer behaviour.

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions not exceeding **four** pages each. **Each** question carries **15** marks.

32. Explain the season for consumer behaviour as a separate discipline.
33. Explain the applications of consumer behaviour in marketing.
34. Explain the various consumer behaviour models.
35. Explain different types of groups relevant to consumer behaviour.

(2 × 15 = 30 Marks)