



Reg. No. : .....

Name : .....

**Third Semester B.B.A. Degree Examination, January 2019**  
**Career Related First Degree Programme under CBCSS**  
**Elective Course**  
**BM 1361.2 : CONSUMER BEHAVIOUR**  
**(2017 Admn.)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer all questions. Each question carries 1 mark.

1. What is meant by consumer behavior ?
2. What is culture ?
3. What are product motives ?
4. Define market segmentation.
5. What is concentrated marketing ?
6. What is product differentiation ?
7. What is repositioning ?
8. What is market myopia ?
9. Define attitude.
10. What is sampling ?

**(10×1=10 Marks)**

**SECTION – B**

Answer any eight questions. Each question carries 2 marks.

11. Explain different types of buying motives ?
12. What are the learning theories of consumer behaviour ?
13. What are different segmentation strategies ?
14. What are the steps in product positioning ?
15. What are the features of business market ?

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16. What is remarketing ?
17. Define marketing mix.
18. What is reciprocal buying ?
19. What is target marketing ?
20. What are the objectives of Consumer Protection Act, 1986 ?
21. What is meant by product differentiation ?
22. What is stimuli ?

**(8×2=16 Marks)**

### SECTION – C

Answer **any six** questions. **Each** question carries **4** marks.

23. Explain distortions to consumer perception.
24. Give a note on sensation.
25. Explain the concept of brand personality.
26. Write about positive and negative motivation.
27. Explain the functional approach to motivation.
28. Explain the output component of consumer decision making model.
29. Give note on marketing stimuli.
30. Explain pavlovian learning model of consumer behaviour.
31. What are the rights of Consumer Protection Act, 1986 ?

**(6×4=24 Marks)**

### SECTION – D

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

32. Explain the factors affecting consumer behaviour.
  33. Explain various steps involved in market segmentation.
  34. What is consumer behaviour model ? Explain the psychological (Need Hierarchy) model.
  35. Illustrate quantitative research designs for consumer research. **(2×15=30 Marks)**
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