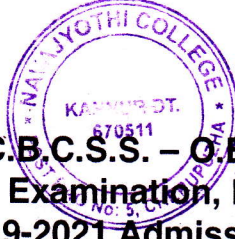




K23U 2286

Reg. No. :

Name :



**V Semester B.B.A. Degree (C.B.C.S.S. – O.B.E. – Regular/Supplementary/
Improvement) Examination, November 2023
(2019-2021 Admissions)**

**Core Course
III – MARKETING
5B12 BBA : Consumer Behaviour**

Time : 3 Hours

Max. Marks : 40

PART – A

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

- 1) Define consumer behaviour.
- 2) What is meant by buyer's regret ?
- 3) Who is a consumer ?
- 4) What is meant by Consumer Protection Act ?
- 5) What is meant by differentiated marketing ?
- 6) What is meant by B2C ?

(6×1=6)

PART – B

II. Answer **any 6** questions **not** exceeding **one** paragraph. **Each** question carries **2** marks.

- 7) What is meant by consumer psychographics ?
- 8) What do you mean by consumer involvement ?
- 9) What is meant by customer promotion ?
- 10) Which are the basic learning theories ?
- 11) What do you mean by marketing mix ?
- 12) What is meant by opinion leader ?
- 13) What is meant by product differentiation ?
- 14) What is meant by customer motivation ?

(6×2=12)

P.T.O.

K23U 2286



PART – C

III. Answer **any 4** questions **not** exceeding **one** page. **Each** question carries **3** marks.

- 15) Explain the features of organisations buying behaviour.
- 16) Discuss the stages of product life cycle.
- 17) Explain about different product concepts.
- 18) Explain the components of customer attitude.
- 19) What factors are considered in service buying behavior ?
- 20) Explain the factors that influence consumer behaviour.

(4×3=12)

PART – D

IV. Answer **any 2** questions **not** exceeding **four** pages. **Each** carries **5** marks.

- 21) What do you understand by customer attitude? Discuss its components and functions.
- 22) Discuss in detail about factors leading to satisfaction and dissatisfaction of a customer.
- 23) Explain the term reference groups. What factors are influencing reference groups to make decisions on products and brands ?
- 24) Discuss about the elements of marketing strategy in consumer behaviour.

(2×5=10)



K22U 2238

Reg. No. :

Name :

**V Semester B.B.A. Degree (CBCSS – OBE – Regular/Supplementary/
Improvement) Examination, November 2022
(2019 Admission Onwards)
Core Course
III : MARKETING
5B12BBA : Consumer Behaviour**

Time : 3 Hours

Max. Marks : 40

PART – A

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

- 1) What is meant by Consumer Motivation ?
- 2) What is Customer Delight ?
- 3) What is Social Class ?
- 4) What are Innate Needs ?
- 5) What is Culture ?
- 6) What do you mean by Attitude ?

(6×1=6)

PART – B

II. Answer **any 6** questions **not** exceeding **one** paragraph. **Each** question carries **2** marks.

- 7) Explain the concept of Buying Behaviour.
- 8) What do you mean by Market Segmentation ?
- 9) What is meant by Word of Mouth ?
- 10) What is Halo Effect ?

P.T.O.



- 11) What do you mean by Dogmatism ?
- 12) What is Consumer Right ?
- 13) Define Purchase Dissonance.
- 14) What is Consumer Decision Making ?

(6×2=12)

PART – C

III. Answer **any 4** questions **not** exceeding **one** page. **Each** question carries **3** marks.

- 15) Explain the importance of studying Consumer Behaviour.
- 16) Discuss the influence of Reference Groups in Consumer Behaviour.
- 17) Explain the advantages of Consumer Research.
- 18) Explain the role of Socio-Cultural Dimensions in Consumer Behaviour.
- 19) What are the characteristics of Motivation ?
- 20) Explain about Maslow's theory of Need Hierarchy.

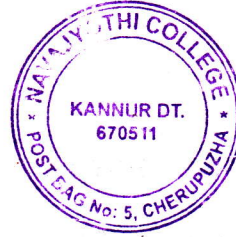
(4×3=12)

PART – D

IV. Answer **any 2** questions **not** exceeding **four** pages. **Each** carries **5** marks.

- 21) What do you understand by Groups ? Discuss the different stages in Group Formation.
- 22) What are different types of Consumer Decisions ? Discuss in detail Consumer Decision Process Model.
- 23) Discuss the steps involved in Consumer Research Design.
- 24) Discuss about various types of Consumer Behaviour Models.

(2×5=10)



K21U 4659

Reg. No. :

Name :

**V Semester B.B.A. Degree CBCSS (OBE) Regular Examination, November 2021
(2019 Admn. Only)**

**Core Course
III – Marketing
5B12BBA : CONSUMER BEHAVIOUR**

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **1** mark.

1. What do you understand by the concept Consumer Behaviour ?
2. What is Brand Loyalty ?
3. What are the behavioral factors affecting Consumer Behaviour ?
4. What do you understand by the concept Group Dynamics ?
5. What is Diffusion by Innovation ?
6. What do you mean by Extended Decision Making ?

(6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries **2** marks.

7. Define Post Purchase Behaviour.
8. Briefly explain the concept "Personality".
9. What do you mean by Compensatory decision rule ?
10. What is Impulse Purchase ?
11. What is the difference between Consumer and Customer ?
12. What is Norming ? How it different from Storming ?

P.T.O.

K21U 4659



13. Write a short note on Perception.

14. What do you mean by Normative Reference Groups ?

(6×2=12)

PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

15. What are the characteristics of organisational buying behaviour ?

16. Evaluate role of post purchase behaviour on Consumer decision making.

17. Distinguish between Organisational Consumers and Final Consumers.

18. Explain the important stages involved in Consumer buying process.

19. Write a short note on Consumer's Post Purchase Dissonance.

20. What are the different types of consumer rights with respect to Consumer Protection Act, 1986 ?

(4×3=12)

PART – D

Answer **any 2** questions. **Each** question carries **5** marks.

21. Discuss the different stages of consumer decision.

22. Explain the Psychological and Culture factors influencing Consumer Behaviour.

23. Explain the different models of Consumer Behaviour.

24. Explain the Consumer Redressal Agencies under Consumer Protection Act, 1986.

(2×5=10)
