



SS – 554

V Semester B.B.A. Examination, November/December 2018

(CBCS) (F+R)

(2016 – 17 and Onwards)

BUSINESS ADMINISTRATION

Paper – 5.5 : Elective Paper – I – Consumer Behaviour

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in **English** only.

SECTION – A

Answer **any five** of the following. **Each** sub-question carries **2** marks. **(5×2=10)**

1. a) Define consumer behaviour.
- b) What is Reference Group ?
- c) What do you mean by personality ?
- d) What are cross-cultural influences ?
- e) What do you mean by pilot study ?
- f) What do you mean by consumer satisfaction ?
- g) What is brand loyalty ?

SECTION – B

Answer **any three** of the following. **Each** question carries **6** marks. **(3×6=18)**

2. Mention the features of consumer behaviour.
3. Write a note on cognitive learning theory.
4. Briefly explain the roles in family decision making process.
5. What are the benefits of word of mouth in consumer behaviour.
6. Mention the features of a loyal customer.

P.T.O.



SECTION - C

Answer any three of the following. Each question carries 14 marks. (3×14=42)

7. Explain the factors affecting consumer attitude formation.
8. Explain the factors affecting consumer behaviour.
9. Explain the concept of family life cycle in detail.
10. Explain consumer decision making process in detail.
11. Explain the changing trends of consumers in India.