

BBA SEMESTER 3 EXAMINATION NOVEMBER 2017

CONSUMER BEHAVIOUR (20706)

TOTAL MARKS : 70

TIME: 2.5 Hrs.

Q.1 Define consumer behaviour. Discuss nature and importance of consumer behaviour. 14

OR

Q.1 Briefly discuss the steps involved in consumer research process.

Q.2 Discuss personality and explain theories of personality. 14

OR

Q.2 Define consumer perception. Briefly discuss process of perception.

Q.3 Discuss family decision making and family life cycle in detail. 14

OR

Q.3 Discuss the diffusion process and adoption process in detail.

Q.4 Define culture and explain characteristics of culture with examples. 14

OR

Q.4 What is social class? Briefly explain application of social class in consumer behaviour.

Q.5 Explain consumer decision making process with examples. 14

OR

Q.5 Discuss in detail information search process and evaluation and post purchase behaviour in detail.