

D 30448

(Pages : 2)

Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2022**

B.B.A.

BBA 5B 10—MARKETING ELECTIVE I—CONSUMER BEHAVIOUR

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 2 marks.*

1. Define Market segmentation ?
2. What is Market positioning ?
3. What is Core culture ?
4. What is consumer decision making ?
5. What is market targeting ?
6. What is Consumer behaviour audit ?
7. What do you mean by Family life cycle ?
8. What is social class concept ?
9. What is personality trait ?
10. Who is seasonal consumer ?
11. What is consumer decision making ?
12. What is consumer credit ?
13. What is Locus of control ?
14. What is Motivation ?
15. What is marketing myopia ?

(15 × 2 = 30, Maximum ceiling 25 marks)

Turn over

Part B

*Answer all questions.
Each question carries 5 marks.*

16. What is the stages Buyer decision making process ?
17. Describe the role of Market research in assessing consumer behaviour.
18. What is Core culture and sub cultures ?
19. Discuss the market segmentation process.
19. Describe the importance of buyer decision making process.
20. Explain the types of Market segmentation ?
21. Explain the Benefits of Market Segmentation ?
22. Describe types of applications of consumer behaviour.
23. Discuss the Social class concept and measurement

(8 × 5 = 40, Maximum ceiling 35 marks)

Part C

*Answer any two questions.
Each question carries 10 marks.*

24. Discuss The Gestalt Theory of Perception ?
25. Explain Types of consumer behaviour.
26. Explain the Role of culture in consumer buying behaviour.
27. What are the Levels of consumer decision making ?

(2 × 10 = 20 marks)