

24020

D 10524

(Pages : 2)

Name.....

Reg. No.....

FIFTH SEMESTER U.G. DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS—UG)

B.B.A.

BBA 5B 10—MARKETING ELECTIVE—I—CONSUMER BEHAVIOUR

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. Define Consumer Behaviour.
2. Who is seasonal consumer ?
3. What is consumer loyalty ?
4. What is consumer decision-making ?
5. What is Personality ?
6. Explain consumer perception.
7. What is consumer credit ?
8. What is consumer satisfaction ?
9. What is Learning ?
10. What do you mean by Leadership ?
11. What is post purchase behaviour ?
12. What is Locus of control ?
13. What is consumer involvement ?
14. What is Attitude ?
15. What is Motivation ?

(10 × 3 = 30 marks)

Turn over

24020

Section B

*Answer at least **five** questions.*

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Describe the importance of buyer decision-making process.
17. What are the factors influencing personality ?
18. Explain the types of Market segmentation.
19. Discuss the Benefits of Market Segmentation.
20. Describe types of applications of Consumer Behaviour.
21. Discuss the nature of Consumer Behaviour.
22. What is purchase process and post purchase behaviour ?
23. Discuss the Social class concept and measurement.

(5 × 6 = 30 marks)

Section C

*Answer any **two** questions.*

Each question carries 10 marks.

24. Explain Types of Consumer Behaviour.
25. What are the Levels of consumer decision-making ?
26. Explain Buyer decision-making process.
27. Explain Attitude Function and Characteristics of Attitude.

(2 × 10 = 20 marks)