D 110028 (Pages : 2) Name....................................

Reg. No................................

FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION NOVEMBER 2024

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.*

1. Define Consumerism.

2. What is Market Targeting ?

3. What is consumer behaviour audit ?

4. What is life style ?

5. What do you mean by perception ?

6. Who is a buyer ?

7. What do you mean by variety seeking buying behaviour ?

8. What is product specification ?

9. What is habitual buying behaviour ?

10. What do you mean by attitude ?

11. What is brand equity ?

12. What do you mean by primary motive ?

13. What do you mean by geographic segmentation ?

Turn over

14. Who is an initiator ?

15. What do you mean by brand positioning ?

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

Part B

Answer **all** *questions.*

16. Explain the characteristics of culture ?

17. Explain the 4 p's of Marketing mix ?

18. What is the relevance of Marketing information system ?

19. What are the problems faced by Indian consumers ?

20. Explain the scope of consumer behaviour.

21. What are the steps to improve the post purchase behavior ?

22. Write note on Brand personality and give some examples for brand personality ?

23. What are the Criteria for selecting Market Segments Measurable ?

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

Part A

Answer any **two** *questions.*

24. Explain the theories of personality.

25. Explain the stages or steps of Market Segmentation.

26. Explain the nature of consumer behaviour.

27. Explain the models of Man.

(2 × 10 = 20 marks)