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Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2025**

B.B.A.

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

(2019 Syllabus)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A*Answer all questions.*

1. Define Consumer behaviour.
2. What is Market Research ?
3. What is post purchase behaviour ?
4. What is Personality ?
5. What do you mean by complex buying behaviour ?
6. What is Subculture ?
7. What is a social class ?
8. What do you mean by learning ?
9. Define Motive.
10. What is a target market ?
11. Who is an Influencer ?
12. Who is a rational economic man ?
13. What is the meaning of 'consumer' ?
14. What is Mass Marketing ?
15. What do you mean by black Box in Consumer behaviour ?

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

Turn over

Part B

Answer all questions.

16. What are the importance of consumer research ?
17. How culture impacts consumer behaviour ?
18. What are the characteristics of culture ?
19. What are the types of Consumer behaviour ?
20. What are the reasons of consumer dissatisfaction ?
21. What are the several models of man that depict consumer decision making ?
22. What is Marshallian Economic Theory of Consumer behaviour ?
23. What is Cognitive dissonance ? How does it affect consumer behaviour ?

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

Part C

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

24. Explain the factors influencing Consumer Behaviour.
25. Explain buying decision process.
26. Explain consumer research process.
27. Explain the basis of Market Segmentation.

(2 × 10 = 20 marks)