

SIXTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, MARCH 2021

(CUCBCSS—UG)

B.B.A.

BBA VIB 14—CONSUMER BEHAVIOUR (MARKETING SPECIALISATION)

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Questions)*Answer all questions.**Each question carries 1 mark.*

Choose the correct answer :

1. _____ is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use.
 - a) Consumer behaviour.
 - b) Consumer interest.
 - c) Consumer attitude.
 - d) Consumer perception.
2. In terms of consumer behaviour; culture, social class, and reference group influences have been related to purchase and _____.
 - a) Economic situations.
 - b) Situational influences.
 - c) Consumption decisions.
 - d) Physiological influences.
3. _____ is the process by which people select, organize, and interpret information to form a meaningful picture of the world.
 - a) Personality.
 - b) Perception.
 - c) Selective group.
 - d) Habitual behaviour.
4. Cultural values are learned and unlearned by an individual from :
 - a) Personal experiences.
 - b) Social interactions.
 - c) Experiences.
 - d) All of these.
5. What kind of learning occurs when it is based on observing the behaviour of others and emulating it?
 - a) Behavioural learning.
 - b) Active learning.
 - c) Student learning.
 - d) Observational learning.

Turn over

Fill in the blanks :

6. _____ describes changes in an individual's behaviour arising from experience.
7. Socio cultural theory of buyer behaviour is also known as _____.
8. _____ refers to the process that causes people to behave as they do.
9. _____ refersto a set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental stimuli.
10. _____ is one of the most basic influences on an individual's needs, wants and behaviour.

(10 × 1 = 10 marks)

Setcion B (Short Answer Questions)

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

Each question carries 4 marks.

All questions can be attended.

Overall Ceiling 20.

11. What is consumer behaviour ?
12. What are reference groups ?
13. What do you mean by family life cycle analysis ?
14. What is communication ?
15. What is market segmentation ?
16. What is perception ?
17. What is causative research ?
18. What is social class ?
19. What is sub culture ?
20. What is an aspirational group ?

(5 × 4 = 20 marks)

Section C (Short Essay Questions)

*Answer at least **four** questions.*

Each question carries 8 marks.

All questions can be attended.

Overall Ceiling 32.

21. Discuss the different levels of roles that can help the customer in the decision making process.
22. What are the characteristics of culture ?

23. What are the types and nature of reference groups ?
24. Discuss Jungian theory of personality.
25. Explain the communication process model.
26. Discuss the sources of influence on attitude formation.
27. Explain the process of perception.
28. What are the characteristics of opinion leaders ?

(4 × 8 = 32 marks)

Section D (Essay Questions)

*Answer any **one** question.
The question carries 18 marks.*

29. What are the major theories of personality ?
30. Explain the applications of consumer behaviour.
31. What is the relevance of studying consumer behaviour ?

(1 × 18 = 18 marks)

