



NP – 385

27

V Semester B.B.A. Examination, January/February 2025
(NEP) (Freshers/Repeaters)

BUSINESS ADMINISTRATION

5.4/5.5 : Consumer Behaviour (MK1) (Elective)

Time : 2½ Hours

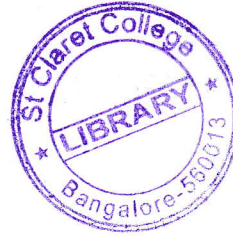
Max. Marks : 60

Instruction : Answer should be written in **English** only.

SECTION – A

1. Answer **any six** sub-questions. **Each** sub-question carries **2** marks. **(6×2=12)**

- Who is a consumer ?
- What is cross culture ?
- Define learning.
- What is social class ?
- Give the meaning of opinion leadership.
- What is brand personality ?
- What is group dynamics ?
- What is perception ?



SECTION – B

Answer **any 3** questions. **Each** question carries **four** marks. **(3×4=12)**

- Briefly explain the external factors influencing consumer behaviour.
- Explain any five ways to reduce consumer dissatisfaction.
- Elucidate the reference group influencing consumer behaviour.
- Write a brief note on cognitive learning theory.
- Explain the impact of consumer attitude on marketing.

P.T.O.



SECTION – C

Answer **any 3** questions. **Each** question carries **12** marks.

(3×12=36)

7. Explain in detail about consumer decision making process.
 8. Briefly explain the socio-cultural values of consumer behaviour.
 9. Explain the need hierarchy theory of Maslow with example.
 10. Explain pre-purchase and post-purchase behaviour of consumer.
 11. Write a brief note on :
 - a) Personality
 - b) Consumer Buying Process
 - c) Brand personality.
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