V Semester B.B.A. Examination, November/December 2017  
(CBCS) (F + R)  
(2016 – 17 & Onwards)  
BUSINESS ADMINISTRATION  
Paper – 5.5 : Elective Paper – I : Consumer Behaviour

Time : 3 Hours  
Max. Marks : 70

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

**SECTION – A**

Answer any five of the following. **Each** sub-question carries **2** marks.  
(5x2=10)

1. a) What is consumer decision making ?  
b) What is consumer right ?  
c) Give the meaning of family life cycle.  
d) What do you mean by consumer motivation ?  
e) What is dynamic culture of business houses ?  
f) State any two types of consumer buying behaviour.  
g) Who is a consumer ?

**SECTION – B**

Answer any three of the following. **Each** question carries **6** marks.  
(3x6=18)

2. What is economic models of consumer behaviour ?  
3. Discuss the requisites of sound marketing segmentation.  
4. What are the advantages of consumer research ?  
5. Discuss the state Consumer Protection Councils.  
6. State the advantages of marketing strategies.
SECTION – C

Answer any three of the following. Each question carries 14 marks. (3x14=42)

7. Explain the different types of reference groups influencing consumer behaviour.

8. Discuss the recent trends in consumer behaviour.

9. What are the sources of consumer dissatisfaction?

10. Discuss any five models of consumer behaviour.

11. Briefly state the composition and objects of consumer protection councils.
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Business Administration
5.5 : Elective Paper – I : CONSUMER BEHAVIOUR

Time : 3 Hours
Max. Marks : 70

Instruction : Answer should be written in English only.

SECTION – A

Answer any five of the following. (5x2 = 10)

1. a) What is Geographic Segmentation ?
   b) What is Motivation ?
   c) Who is a opinion leader ?
   d) What do you mean by consumer satisfaction ?
   e) Define the term consumer perception.
   f) What do you mean by ‘Super Ego’ ?
   g) What do you mean by family life cycle ?

SECTION – B

Answer any three of the following. (3x6=18)

2. State briefly the need for studying consumer behaviour.
3. Mention the causes of customer dissatisfaction.
4. State the influence of social class on the behaviour of consumer.
5. Explain the stages of group formation.
6. Explain briefly features of motivation.

P.T.O.
SECTION – C

Answer any three of following. \( (3 \times 14 = 42) \)

7. Explain briefly the recent trends in consumer behaviour.

8. State how various reference groups influence consumer behaviour.

9. Explain the concept of VALS model of consumer behaviour.


11. What is consumerism? Explain the reasons for the consumer movement in India.