



**V Semester B.B.A. Examination, December 2024/January 2025**

**(NEP Scheme) (Freshers and Repeaters)**

**BUSINESS ADMINISTRATION**

**Consumer Behaviour**



Time : 2½ Hours

Max. Marks : 60

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

**SECTION – A**

1. Answer **any five** out of seven questions. **(5×2=10)**
- a) Give the meaning of consumer behaviour.
  - b) What do you mean by reference group ?
  - c) Who is a consumer ?
  - d) What is consumer perception ?
  - e) What do you mean by social class ?
  - f) What is group dynamics ?
  - g) What do you mean by consumer satisfaction ?

**SECTION – B**

Answer **any three** of the following. **Each** question carries **4** marks. **(3×4=12)**

- 2. Briefly explain the importance of consumer behaviour.
- 3. Explain the nature of consumer attitude.
- 4. Explain how social class influences consumer behaviour ?
- 5. Briefly explain the characteristics of opinion leader.
- 6. Explain any five sources of customer dissatisfaction.

**P.T.O.**



## SECTION – C

Answer **any three** of the following. **Each** question carries **10** marks. (3×10=30)

7. Explain the consumer research process in detail.
8. Explain the role of customer motivation in consumer behaviour.
9. Explain the types of reference groups in detail.
10. Explain the level of consumer decision making.
11. Explain how companies should deal with customer complaints ?

## SECTION – D

Answer **any one** of the following question carries **8** marks. (1×8=8)

12. a) Explain in detail the sources of customer dissatisfaction.

OR

- b) How do marketers tap into consumers emotional and psychological needs to drive purchasing decisions ?
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