295858 **DSEBB-505**

V Semester B.B.A. Degree Examination, December/January - 2025/26
(NEP 2020 Scheme Freshers&Repeaters)
BUSINESS ADMINISTRATION
Consumer Behaviour
Paper - MK1

NEW HORIZON COLLEGE LIBRARY KASTURINAGAR BANGALORE 43

Time : 2½ Hours **Maximum Marks : 60**

***Instruction*:**

Answers should be written in English only.

SECTION - A

Answer any FIVE of the following questions. Each sub-question carries 2 marks. (5×2=10)

1. a) What is Consumer Right?
b) What is Motivation?
c) Give the meaning of family life cycle.
d) List the types of personality.
e) What is Cross cultural influence?
f) Who is a seller?
g) What is packing?

SECTION - B

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

2. Mention the features of consumer behaviour.
3. Describe learning and explain any two theories of learning.
4. What are the different types of reference group?
5. Briefly explain the characteristics of opinion leader.
6. Mention the causes of customer dissatisfaction.

SECTION - C

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

7. Explain different types of packaging.
8. What is personality? Describe the features and factors affecting the personality.
9. Explain various steps involved in consumer's decision making process in detail.
10. Explain consumer behaviour in Indian perspective.
11. Briefly explain the objectives and advantages of consumer protection councils.

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SECTION - D

Answer any ONE of the following questions. The question carries 8 marks.

(1×8=8)

12. a) Case: A cosmetics company launches a new herbal skincare product line. Sales are slow despite heavy advertising. The company's research shows that customers don't feel the need for herbal products as they trust chemical-based brands.
    i. Identify the internal factors influencing this buying behaviour.
    ii. Suggest how marketers can motivate consumers to shift preference towards herbal products.

(OR)

b) Explain the various measures for enhancing customer satisfaction.