



**DSEBB – 505**

**V Semester B.B.A. Examination, February/March 2024  
(NEP) (Freshers)**

**BUSINESS ADMINISTRATION**

**5.4 : Consumer Behavior (Elective Paper MK – 1)**

Time : 2½ Hours

Max. Marks : 60

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

**SECTION – A**

Answer **any five** sub-questions of the following. **Each** sub-question carries **2** marks.

**(5×2=10)**

1. a) Define consumer behavior.
- b) Give the meaning of culture.
- c) What is a value system ?
- d) What is opinion ?
- e) Give the meaning of brand loyalty.
- f) What is perception ?
- g) What is habitual behavior ?

**SECTION – B**

Answer **any three** of the following. **Each** question carries **4** marks.

**(3×4=12)**

2. Give a brief note on purchase involvement and consumer behavior.
3. Explain any 2 advantages of habitual behavior.
4. Explain the significance of personality on buying behavior.
5. Write a brief note on consumer research process.
6. Explain the different types of reference groups.

P.T.O.



## SECTION – C

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

7. Discuss the applications of marketing in consumer research process.
8. Explain the factors determining the consumer behavior.
9. What is the role of family and culture on decision making of a consumer ?
10. Give a detailed explanation about the formation of consumer attitudes and how to change them.
11. Explain how the consumer issues are addressed under Consumer Protection Act, 1986.

## SECTION – D

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

12. How do marketers tap into consumers emotional and psychological needs to drive purchasing decisions ?
  13. Predict and discuss potential future trends in consumer behavior, considering technological advancements and societal changes.
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