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(20524)
BBA-IV Sem.

(Printed Pages 4)
Roll No.

18092

B.B.A. Examination, May-2024

CONSUMER BEHAVIOUR

(BBA-401)

(New Course)

Time : Three Hours] [Maximum Marks : 75

Note : Attempt **all** the sections as per instructions.

Section-A

(Very Short Answer Type Questions)

Note : Attempt **all** the **five** questions. Each question carries **3** marks. Very short answer is required not exceeding **75** words. $5 \times 3 = 15$

P.T.O.

1. What is motive conflict?
2. Outline adoption process?
3. Explain the concept of personality?
4. What is perception?
5. What is differential threshold?

Section-B

(Short Answer Type Questions)

Note : Attempt any **two** questions out of the following **three** questions. each question carries **7½** marks. Short answer is required not exceeding **200** words. $2 \times 7\frac{1}{2} = 15$

6. What is meant by cognitive dissonance?
How is it reduced?
7. Discuss in detail the concept of value and life style?

18092/2

8. What is classical learning theory? What are the applications of this theory in our day-to-day life?

Section-C

(Long Answer Type Questions)

Note : Attempt any **three** questions out of the following **five** questions. Each question carries **15** marks. Answer is required in detail. $15 \times 3 = 45$

9. Discuss the impact of digital revolution on marketing in positive and negative aspects and also on consumer behaviour?
10. Explain the problems of Indian consumers in relation to service organisation? Make an action plan to solve at least three problems?

11. What do you mean by adopter? Define the life types of adopter categories?
12. Define consumerism? Explain the various consumer protection act which are essential in day to day life of consumers?
13. Write short notes on :
- (a) Reference group
 - (b) 3 stage model of consumer decision making