Reg. No. : ....

Name : ....

V Semester B.B.A. Degree (C.B.C.S.S. – O.B.E. – Regular/Supplementary/ Improvement) Examination, November 2023
(2019-2021 Admissions)
Core Course
III – MARKETING
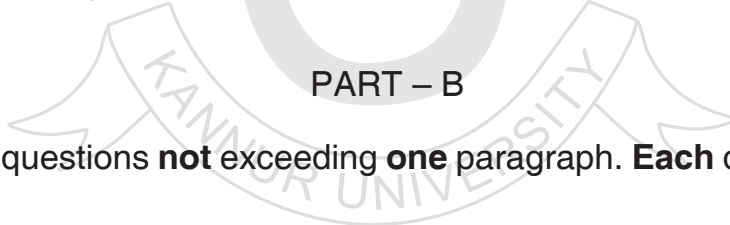## 5B12 BBA : Consumer Behaviour

Time : 3 Hours

Max. Marks : 40

PART – A

I. Answer **all** questions in **one/two** sentences. **Each** question carries **1** mark.

1) Define consumer behaviour.

2) What is meant by buyer's regret ?

3) Who is a consumer ?

4) What is meant by Consumer Protection Act ?

5) What is meant by differentiated marketing ?

6) What is meant by B2C ? **(6×1=6)**

PART – B

II. Answer **any 6** questions **not** exceeding **one** paragraph. **Each** question carries **2** marks.

7) What is meant by consumer psychographics ?

8) What do you mean by consumer involvement ?

9) What is meant by customer promotion ?

10) Which are the basic learning theories ?

11) What do you mean by marketing mix ?

12) What is meant by opinion leader ?

13) What is meant by product differentiation ?

14) What is meant by customer motivation ? **(6×2=12)**

PART – C

III. Answer **any 4** questions **not** exceeding **one** page. **Each** question carries
3 marks.

15) Explain the features of organisations buying behaviour.

16) Discuss the stages of product life cycle.

17) Explain about different product concepts.

18) Explain the components of customer attitude.

19) What factors are considered in service buying behavior ?

20) Explain the factors that influence consumer behaviour.   **(4×3=12)**

PART – D

IV. Answer **any 2** questions **not** exceeding **four** pages. **Each** carries **5** marks.

21) What do you understand by customer attitude? Discuss its components
and functions.

22) Discuss in detail about factors leading to satisfaction and dissatisfaction
of a customer.

23) Explain the term reference groups. What factors are influencing reference
groups to make decisions on products and brands ?

24) Discuss about the elements of marketing strategy in consumer behaviour.

(2×5=10)

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