



Reg. No. : .....

Name : .....



K21U 4659

V Semester B.B.A. Degree CBCSS (OBE) Regular Examination, November 2021  
(2019 Admn. Only)  
Core Course  
III – Marketing  
5B12BBA : CONSUMER BEHAVIOUR

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **1** mark.

1. What do you understand by the concept Consumer Behaviour ?
2. What is Brand Loyalty ?
3. What are the behavioral factors affecting Consumer Behaviour ?
4. What do you understand by the concept Group Dynamics ?
5. What is Diffusion by Innovation ?
6. What do you mean by Extended Decision Making ? **(6×1=6)**

PART – B

Answer **any 6** questions. **Each** question carries **2** marks.

7. Define Post Purchase Behaviour.
8. Briefly explain the concept "Personality".
9. What do you mean by Compensatory decision rule ?
10. What is Impulse Purchase ?
11. What is the difference between Consumer and Customer ?
12. What is Norming ? How it different from Storming ?

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13. Write a short note on Perception.
14. What do you mean by Normative Reference Groups ? (6x2=12)

PART - C

Answer any 4 questions. Each question carries 3 marks.

15. What are the characteristics of organisational buying behaviour ?
16. Evaluate role of post purchase behaviour on Consumer decision making.
17. Distinguish between Organisational Consumers and Final Consumers.
18. Explain the important stages involved in Consumer buying process.
19. Write a short note on Consumer's Post Purchase Dissonance.
20. What are the different types of consumer rights with respect to Consumer Protection Act, 1986 ? (4x3=12)

PART - D

Answer any 2 questions. Each question carries 5 marks.

21. Discuss the different stages of consumer decision.
22. Explain the Psychological and Culture factors influencing Consumer Behaviour.
23. Explain the different models of Consumer Behaviour.
24. Explain the Consumer Redressal Agencies under Consumer Protection Act, 1986. (2x5=10)