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V Semester B.B.A. Degree Examination, March/April - 2023**BUSINESS MANAGEMENT****Consumer Behaviour***(CBCS Scheme Freshers 2019-20 Batch Regular and Repeaters)***Paper : M.K. 5.5****Time : 3 Hours****Maximum Marks : 70***Instructions to Candidates:***Answers should be written in English only****SECTION - A****Answer any FIVE of the following sub questions. Each sub question carries 2 marks.****(5×2=10)**

1. a) Give the meaning of Consumer Behaviour.
- b) What do you mean by market segmentation?
- c) Define the term attitude.
- d) What is consumer perception?
- e) What is cross culture?
- f) Who is an opinion leader?
- g) Mention any two theories of learning.

SECTION - B**Answer any THREE of the following questions. Each question carries 5 marks.****(3×5=15)**

2. Discuss the current trends in consumer behaviour.
3. Explain the role of family in decision making.
4. Write a short note on Personality.
5. Explain cognitive learning theory.

[P.T.O.]



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SECTION - C



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Answer any THREE of the following questions. Each question carries 15 marks.

(3×15=45)

6. Explain in detail the various factors determining the consumer behaviour.
 7. What do you mean by reference group? Explain its types.
 8. Explain the concept of VALS model of Consumer Behaviour.
 9. What are the different Institutions to address the consumer grievances? Discuss in detail.
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