



K25U 2461

Reg. No. :

Name :

**V Semester B.B.A. Degree (C.B.C.S.S. – O.B.E. – Regular/Supplementary/
Improvement) Examination, November 2025
(2019 to 2023 Admissions)**

Core Course

III – MARKETING

5B12BBA : Consumer Behaviour

Time : 3 Hours

Max. Marks : 40

PART – A

Answer all questions. Each question carries 1 mark.

(6×1=6)

1. Define motivation.
2. What is consumer perception ?
3. What is the cognitive dissonance of consumers ?
4. Point out the features of post-purchase behaviour.
5. What is subculture ?
6. Define consumer behaviour.

PART – B

Answer any 6 questions. Each question carries 2 marks.

(6×2=12)

7. What is marketing mix ?
8. Discuss the factors that influence post-purchase behavior.
9. Name the components of consumer attitude.
10. Discuss the purpose of analyzing buying behaviour.
11. Explain the different types of reference groups.
12. What are the effects of customer dissatisfaction on business ?
13. Explain the stages in the consumer decision process.
14. What are the determinants of the customer needs ?

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PART - C

Answer **any 4** questions. **Each** question carries **3** marks. **(4×3=12)**

15. Describe the steps involved in the consumer research process.
16. Discuss the characteristics of social class.
17. Explain the features of the Consumer Protection Act, 1986.
18. What are the different types of consumer reference groups ?
19. Discuss the psychological factors of the buying decision.
20. Explain the determinants of consumer behaviour.

PART - D

Answer **any 2** questions. **Each** question carries **5** marks. **(2×5=10)**

21. What is customer satisfaction ? Explain the importance of customer satisfaction.
22. Explain Howard Sheth's model of consumer behaviour.
23. Discuss the factors influencing the industrial buying process.
24. What is consumer behavior ? Explain the scope and application of consumer behaviour.