



**K24U 2860**

**Reg. No. : .....**

**Name : .....**

**V Semester B.B.A. Degree (CBCSS – OBE – Regular/Supplementary/  
Improvement) Examination, November 2024  
(2019 to 2022 Admissions)**

**Core Course**

**III – MARKETING**

**5B12 BBA : Consumer Behaviour**

**Time : 3 Hours**

**Max. Marks : 40**

**PART – A**

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

1. What is Customer retention ?
2. What is meant by post purchase behaviour ?
3. What is acculturation ?
4. What is Customer loyalty ?
5. Who are downscale consumers ?
6. What is meant by affective choice ?

**(6×1=6)**

**PART – B**

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

7. 'Consumer vs Customer' – Contrast.
8. What are the different types of reference groups ? Discuss.
9. Discuss about the 'diffusion process'.
10. Brief the characteristics of 'Social Class'.
11. Clarify the concept of 'Consumer Conformity'.

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12. What do you mean by consumer attitude ?
13. Discuss the concept of compulsive buying.
14. Why social stratification is important in studying consumer behaviour ? (6×2=12)

**PART – C**

Answer **any 4** questions. **Each** question carries **3** marks.

15. State psychoanalytic theory of consumer behaviour.
16. Briefly explain the behavioural pattern of Indian consumers.
17. Explain consumer rights as listed in Consumer Protection Act, 1986.
18. Define culture and explain the characteristics of culture.
19. Discuss the behavioural factors that influence buying process of consumer goods.
20. Explain the role of family in consumer buying decision. (4×3=12)

**PART – D**

Answer **any 2** questions. **Each** question carries **5** marks.

21. Define customer satisfaction. Explain the factors affecting customer satisfaction.
22. 'Consumer research focuses on identifying the motivation, preferences and purchase behaviour of consumers/potential consumers'. Discuss.
23. What is industrial buying ? Explain the factors influencing industrial buying process.
24. 'Cross cultural consumer behaviour creates problems in cross culture marketing.' Explain. (2×5=10)