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13. Discuss the concept of concurses business are

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14. White subject stratification is importation studying Astronmer behaviour ? (6x2-12)

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

III - MARKETING 5B12 BBA : Consumer Behaviour

Time : 3 Hours Max. Marks : 40

PART - A

Answer all questions. Each question carries 1 mark.

- 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 ?
- What is meant by affective choice?

 $(6 \times 1 = 6)$ 

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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'.
- Brief the characteristics of 'Social Class'.
- 11. Clarify the concept of 'Consumer Conformity'.

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D.T.G



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

#### Improvement) Examina 2 - TRARember 2024

V Samester B.B.A. Degree (CBCSS - CRE - RequisinSupplementary)

Answer any 4 questions. Each question carries 3 marks.

- State psychoanalytic theory of consumer behaviour.
- Briefly explain the behavioural pattern of Indian consumers.
- 17. Explain consumer rights as listed in Consumer Protection Act, 1986.
- Define culture and explain the characteristics of culture.
- 19. Discuss the behavioural factors that influence buying process of consumer goods. 1. What is Customer retention
- 20. Explain the role of family in consumer buying decision. (4×3=12)

A. What is Customer loyalty?

9 Discuss about the diffusion process:

10 Brief the characteristics of Social Class?

11. Clarify the contept of Consumer Conformity

Time: 3 Hours

## 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. Consumer vs Customer – Contrast
- 'Cross cultural consumer behaviour creates problems in cross culture marketing.'  $(2 \times 5 = 10)$ Explain.