



64527

V Semester B.B.A. Examination, April/May 2023
(CBCS Scheme)

BUSINESS ADMINISTRATION
Marketing Elective : 5.5 – MK : Consumer Behaviour

Time : 3 Hours

Max. Marks : 70

Instruction : All answers should be written in English only.

SECTION – A

1. Answer **any five** of the following sub-questions. **Each** sub-question carries **two** marks. (5×2=10)

- a) What do you mean by consumer satisfaction ?
- b) What is consumer perception ?
- c) What is a reference group ?
- d) What is customer delight ?
- e) What do you mean by pilot study ?
- f) What is meant by market segmentation ?
- g) What is post purchase behaviour ?



SECTION – B

Answer **any three** of the following questions. **Each** question carries **six** marks. (3×6=18)

2. State the causes for customer dissatisfaction.
3. Briefly discuss the influence of social class on consumer behaviour.
4. Briefly explain various types of reference groups.
5. What are the reasons for the growth of consumerism in India ?
6. Write a note on consumer research process.

P.T.O.



SECTION - C

Answer **any three** of the following questions. **Each** question carries **fourteen** marks. (3×14=42)

7. Discuss the benefits of studying consumer behaviour.
8. Explain various steps involved in consumers' decision making process.
9. Discuss various measures for enhancing consumer satisfaction.
10. Describe the influence of various reference groups on consumer behavior.
11. Discuss Consumer Protection Act, 1986.



SECTION - B

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