CONSUMER BEHAVIOUR

[BBA (S6) 23 (MKT)]

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer the following questions (each within *1* or *2* sentences) : 1×8=8

(a) Define consumer behaviour.

(b) What is goal?

(c) What is brand personality?

(d) Define consumer perception.

(e) State the concept of 'closure' in consumer behaviour.

(f) What is perceived risk?

(g) Define learning.

(h) State the concept of attitude.

2. Answer the following questions (each within *50* words) : 2×8=16

(a) State two barriers to communication.

(b) State the concept of reference group.

(c) State two characteristics of a 'consumer innovator'.

(d) Define subliminal perception.

(e) What is 'self-image'?

(f) State two bases for market segmentation.

(g) State the name of two theories of personality.

(h) State the concept of recall and recognition.

3. Answer any *five* from the following questions (each in around *100* words) : 4×5=20

(a) Write a note on the application of consumer behaviour in marketing.

(b) Discuss briefly the nature of personality in the context of marketing.

(c) Discuss the elements of perception.

(d) Discuss the major elements of consumer learning.

(e) Discuss in brief how attitudes are formed.

(f) Write a short note on any two consumer relevant groups. 2+2=4

4. Answer any *two* from the following questions (each in around *300* words) : 8×2=16

(a) Discuss briefly the adoption process of innovations.

(b) Discuss briefly the demographic segmentation of consumers.

(c) Discuss briefly the 'Freudian Theory' of personality.

5. Answer any *two* from the following questions (each in around *400* words) : 10×2=20

(a) Discuss briefly the behavioural learning theories.

(b) Discuss briefly the 'process of communication' to consumers.

(c) Write a brief note on impact of 'social class' and 'culture' on consumer behaviour. 5+5=10