

C 21052

(Pages : 3)

Name.....

Reg. No.....

SIXTH SEMESTER B.B.A. DEGREE EXAMINATION, MARCH 2017

(CUCBCSS-UG)

BBA VI B 14—CONSUMER BEHAVIOUR

Time : Three Hours

Maximum : 80 Marks

Part I (Objective Questions)

Answer all ten questions.

Choose the correct answer.

1. Which of the following are the major objectives of research into consumer behaviour ?
 - (a) Consumer's perception about the manufactures.
 - (b) Consumer's way of using and consuming the products and services.
 - (c) Consumer's sources of buying.
 - (d) All of the above.
2. The inner psychological characteristics of the individual include.
 - (a) Attributes.
 - (b) Traits.
 - (c) Mannerisms.
 - (d) All of the above.
3. The functional theory of attitudes was initially developed to explain how.
 - (a) People identify products.
 - (b) Attitudes facilitate social behaviour.
 - (c) People reject certain classes of products without rational reasons.
 - (d) Global marketing can deal with cultural changes around the world.
4. What kind of learning occurs when it is based on observing the behaviour of others and emulating it ?
 - (a) Behavioural learning.
 - (b) Active learning.
 - (c) Student learning.
 - (d) Observational learning.
5. A reference group that consists of people the consumer actually knows is called a (n) ——— reference group.
 - (a) Aspirational.
 - (b) Allegiance.
 - (c) Connected.
 - (d) Membership.

Turn over

Fill in the blanks :

6. A _____ is the prerequisite to gather primary data whether in person, by mail, or even by telephone.
7. Consumer _____ helps marketers in identifying the consumer's attitude towards the new and innovative products.
8. _____ simply refers to the degree to which consumers continue to notice stimulus over time.
9. The _____ refers to the minimum amount of stimulation that can be detected on a sensory channel.
10. Informal rules that govern the behaviour of members in a group are called _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any **eight** out of the ten questions in two or three sentences.

11. Define consumer behaviour.
12. What is exploratory research ?
13. Define market segmentation.
14. What is perception ?
15. What do you mean by reference groups ?
16. What is communication ?
17. What is a family ?
18. What is family life cycle ?
19. What do you mean by social class ?
20. Define culture.

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

Answer any **six** out of the eight questions in about 200 words.

21. What are the historical aspects of consumer research and behaviour ?
22. What are the objectives of market segmentation ?
23. Discuss the Neo-Freudian theory of personality.
24. What are the types and nature of reference groups ?

25. What are the functions of a family ?
26. Discuss the traditional family life cycle stages.
27. Discuss the systematic approach for measuring social class.
28. Explain the criteria for effective targeting of market segments.

(6 × 4 = 24 marks)

Part IV (Essay Questions)

Answer any two out of the three questions in about 800 words.

29. What are the steps involved in the consumer research ?
30. Explain the stages of consumer buying decision process.
31. Discuss the theories of personality.

(2 × 15 = 30 marks)