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Reg. No. :

Code No. : 12307 E Sub. Code : SEBA 5 B

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2021.

Fifth Semester

Business Administration — Main

Major Elective — CONSUMER BEHAVIOUR

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — ($10 \times 1 = 10$ marks)

Answer ALL the questions.

Choose the correct answer :

1. Which of the following areas can be better understood by studying consumer behavior?
 - (a) Consumer preferences for different advertisements
 - (b) Financial decisions
 - (c) Purchase decisions
 - (d) All the above

2. Many firms are trying to develop relationships with their customers because _____.
- (a) new customers are very expensive to recruit
 - (b) doing so makes it easier to retain them
 - (c) both (a) and (b)
 - (d) none of the above
3. Primary reference groups include _____.
- (a) college students
 - (b) office colleague
 - (c) family and close friends
 - (d) sports groups
4. _____ is individuals and households who buy goods and services for personal consumption.
- (a) The target market
 - (b) A market segment
 - (c) The consumer market
 - (d) The ethnographic market

5. While buying milk which kind of behaviour is displayed by a person?
- (a) Extensive problems solving behaviour
 - (b) Routinized buying behaviour
 - (c) Variety seeking behaviour
 - (d) None of the above
6. _____ constitutes moderate consumer behavior, but still involves time and effort searching for and comparing alternatives.
- (a) Limited decision making
 - (b) Need recognition
 - (c) Routine decision making
 - (d) Post purchase evaluation
7. The degree to which a product or service meets a customer's expectations is called _____.
- (a) customer loyalty
 - (b) consumer affiliation
 - (c) rate of return
 - (d) customer satisfaction

8. In a _____, the population is divided into mutually exclusive groups and random samples are drawn from each group.
- (a) Simple random sample
 - (b) Stratified random sample
 - (c) Cluster sample
 - (d) None of the above
9. Target _____ is the center of marketing process.
- (a) market
 - (b) geographical area
 - (c) consumers
 - (d) salesmen
10. Right to _____ provides the adequate and accurate information about quality, quantity, purity, standard and the price of the goods and services.
- (a) choose
 - (b) be heard
 - (c) be informed
 - (d) safety

PART B — ($5 \times 5 = 25$ marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 250 words.

11. (a) Briefly explain the nature of consumer behaviour.

Or

- (b) Discuss the drivers of change that affect the consumer behavior.

12. (a) Describe the different types of buying behaviour.

Or

- (b) What are the elements of buying behaviour?

13. (a) Explain the different types of consumer decisions.

Or

- (b) What are the points to be kept in mind while evaluation of alternatives?

14. (a) State the significance of assessing consumer satisfaction.

Or

- (b) How to retain consumers for a long term?

15. (a) Why is consumerism so important?

Or

(b) What are the salient features of the Consumer Protection Act?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 600 words.

16. (a) State the applications of consumer behaviour knowledge in marketing.

Or

(b) Describe the changing consumer behavior pattern in India.

17. (a) Discuss the factors that influence buyer Behaviour.

Or

(b) Explain the consumer perception process.

18. (a) Describe the roles played by different people in consumer decision-making process.

Or

(b) Explain the procedure for consumer decision making.

19. (a) What are the ways to improve consumer satisfaction?

Or

- (b) Why are the consumers getting dissatisfied?

20. (a) Explain the rights of a consumer.

Or

- (b) How to handle customer complaints?
