



BRAINWARE UNIVERSITY

Term End Examination 2018 - 19

Programme – Bachelor of Business Administration

Course Name - Consumer Behaviour

Course Code - BBA503M

(Semester – 5)

Time allotted:3 Hours

Full Marks : 70

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group –A

(Multiple Choice Type Question)

10 x 1 = 10

1. *Choose the correct alternative from the following*

- (i) The family in a buyers life consisting of parents and siblings is the _____.
- | | |
|--------------------------|--------------------------|
| a. family of procreation | b. family of influence |
| c. family of efficiency | d. family of orientation |
- (ii) Which of the following is NOT a component of personality?
- | | |
|-----------|-----------------|
| a. Family | b. Behaviours |
| c. Traits | d. All of those |
- (iii) Which of the following would be the best illustration of a subculture?
- | | |
|--------------------|-----------------------------|
| a. a religion | b. a group of close friends |
| c. your university | d. a fraternity or sorority |
- (iv) A person's _____ consist(s) of all the groups that have a direct (face-to-face) or indirect influence on his/her attitudes or behavior.
- | | |
|-----------------|---------------------|
| a. Subculture | b. family |
| c. social class | d. reference groups |

Group – C

(Long Answer Type Questions)

3x 15 = 45

Answer any *three* from the following

- | | | |
|-----|---|----|
| 7. | (a) Assume you are a marketing manager of ABC home Furniture. You know that internal factors such as learning, perception, motivation etc. influence consumer’s decision making. In your opinion how each of these internal factors impacts the purchase of the product and how might you use these factors in developing the marketing strategy for this firm? | 10 |
| | (b) What is Cross- screen marketing? | 5 |
| 8. | (a) Define the term “Family” in the context of consumer behaviour. | 5 |
| | (b) What is the importance of studying family as a buying unit to develop an understanding of Consumer Behaviour? | 10 |
| 9. | (a) What is the difference between consumer and customers? Give example. | 5 |
| | (b) What is ABC model in attitude? | 5 |
| | (c) What are the different stages of Family Life Cycle in the study of Consumer Behavior? | 5 |
| 10. | (a) Explain the process of Industrial Buying Behaviour. | 8 |
| | (b) Discuss the characteristics and uses of Howard- Sheth model. | 7 |
| 11. | (a) Based on which level of needs need can be associated with the following products in context of Consumer Behavior? Justify your answer. | |
| | a. Mouthwash | |
| | b. Health Insurance | |
| | c. Adventurous trips | |
| | d. Raincoat | |
| | e. Green Tea | |

3 x 5=15
