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2112M042

BACHELOR OF BUSINESS ADMINISTRATION
Retail Management
Subject: Consumer Behaviour
Subject Code: MMK-604
Semester: Third
December 2021
Theory (External): 70 Marks
Time: 03 Hours

Instructions to the Students

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

Roll Number

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SECTION –A (SHORT/OBJECTIVE TYPE QUESTIONS)
(10x2=20 Marks)

- A) Define Consumer Behaviour.
- B) Write down the Two Rights of Consumers?
- C) What is post purchase action?
- D) Difference between Internal and External Search.
- E) Differentiate Customer and Consumer.
- F) What are the different Modes to motivate customers?
- G) What are the different factors affecting the satisfaction level of customers?
- H) Define the term Sensation.
- I) What do you mean by Social Stratification?
- J) What do you mean by Loyalty?

SECTION –B (ESSAY TYPE QUESTIONS)
(5x10=50 Marks)

- 1. What is Consumer behaviour? Write down the Nature and Scope of consumer behaviour. Also explain the significance of consumer behaviour.
- 2. Explain in detail the Consumer Decision Process Model. What are the different variables affecting the decision process?

- 3. What is consumer perception? What is the importance and limitations of perception? What are the various barriers to accurate perception?
- 4. What are the different types of purchase situations? Explain in detail the determinants of retail success or failure.
- 5. Write down the Nature of culture. What are the cultural values? What are the types of subculture and their influence on consumer behaviour?
- 6. Explain pre-purchase processes along with pre-purchase evaluation and post purchase action.
- 7. What are the Rights and Responsibilities of consumers? Discuss Consumer Movement in india.
- 8. Case- Study:
A Bike making company is deciding to make flying bikes in India. you are required to:
 - a) Explain how the diffusion of the idea will be facilitated by you.
 - b) Explain the motivation of consumer in buying this bike and your way to promoting it.
 - c) Segment, targeting and position the flying bike in Indian market.

*****END OF PAPER*****