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V Semester B.B.A Degree Examination, March - 2021

BUSINESS ADMINISTRATION

Consumer Behaviour

(CBCS Fresh Scheme 2018 Batch Only)

Paper : M.K : 5.5

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answer Should be written in English Only.

SECTION - AAnswer any **five** of the following. Each sub-question carries 2 marks.**(5×2=10)**

1. a) What is learning?
- b) What do you mean by Attitudes?
- c) Define Perception.
- d) List the types of Personality?
- e) Who is a consumer?
- f) Give the meaning of family life cycle.
- g) Give the meaning of culture.

SECTION - BAnswer any **Three** of the following. Each question carries 6 marks.**(3×6=18)**

2. Explain the trait theory of personality.
3. Write a note on cognitive learning theory.
4. Explain the importance of motivation.
5. Mention the causes of customer dissatisfaction.

[P.T.O.]



6. Write a note on :
- Group Dynamics
 - Sub culture
 - Cross culture.

SECTION - C

Answer any **Three** of the following. Each question carries **14** marks. (3×14=42)

7. What is Consumer Behaviour. What are the changing trends of consumer in India.
 8. Explain the consumer Decision rating process in detail.
 9. State how various reference groups influence consumer behaviour.
 10. Explain various measures for enhancing customer satisfaction.
 11. Discuss in detail the consumer protection act 1986.
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