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V Semester B.B.A. Degree Examination, April - 2022

BUSINESS ADMINISTRATION

CONSUMER BEHAVIOUR

(2019-20 Scheme Regular)

Paper : 5.5 (Elective - I)

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answer should be written in english only.

SECTION - A

1. Answer any FIVE of the following. Each sub-question carries Two marks.(5×2=10)
- What is Consumer right?
 - What do you mean by consumer Motivation?
 - What is customer Delight?
 - Give the meaning of family life cycle.
 - Define consumer Behaviour.
 - What do you mean by Personality?
 - What are cross cultural influences?

SECTION -B

Answer any Three of the following. Each question carries Five marks. (3×5=15)

- Explain the role of family in decision making process.
- Describe briefly the types of consumers & their shopping habits.
- What are the different types of reference groups?
- Explain the significance of market segmentation.

[P.T.O.]

**SECTION - C**

Answer any Three of the following. Each question carries 15 marks. (3 × 15 = 45)

6. Explain the benefits of studying consumer Behaviour.
 7. Explain the steps in Consumer Decision Making Process.
 8. Explain the changing trends of Indian Consumers.
 9. Discuss in detail the Salient features of consumer protection Act & the right of Indian consumers.
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