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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?
