

**BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL SERVICES) (BBARS)**

Term-End Examination

December, 2012

BRS-015 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. Explain the need and importance of the study of consumer behaviour. 20
2. Write a note on consumer response to satisfaction and dissatisfaction. 20
3. Explain family decision making process with the help of a suitable examples. 20
4. Write notes on the following : 20
 - (a) Monadic Model
 - (b) Types of needs
5. Explain how segmentation can influence consumer behaviour. 20

6. Explain the various stages in the perception process. 20
7. Write notes on the following : 20
- (a) Characteristics of culture
 - (b) Women consumers
 - (c) Promotion mix
 - (d) H 'p'
8. Explain how social stratification affects on consumer behaviour ? 20
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