

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

Term-End Examination

December, 2015

BRS-015 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*
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1. What do you understand by consumer 'satisfaction' and 'dis-satisfaction' ? Why should a marketing manager be worried about 'dis-satisfaction' ? Should corrective action be followed by him ? 20
2. Illustrate with suitable example the Monadic Model of consumer behaviour. Also discuss its applicability in actual practice. 20
3. What is perception ? Explain various stages involved in the perception process. 20
4. What do you understand by Social Stratification ? Explain the application of this concept on formulation of marketing strategy. 20
5. What do you understand by 'consumer attitude' ? Explain any model on consumer attitude. How can a marketing manager use it for increasing sales ? 20

6. Describe the various types of consumers of retail business. How their buying habits are assessed by the marketer ? 20
7. How marketing strategy affects consumer behaviour ? What are essential factors considered by corporate while finalising outlet location, size and products variation ? 20
8. Write short notes on **any four** of the followings : 4x5=20
- (a) Segmentation
 - (b) Consumer satisfaction
 - (c) Cultural values
 - (d) Family decision making
 - (e) Buying habits
 - (f) Rural consumers
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