

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

Term-End Examination

December, 2013

BRS-015 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

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

1. (a) What is Consumer Behaviour (CB) ? How do Consumer Behaviour studies affect Marketing Strategies ? 10
- (b) In light of the above, explain the impact of consumer behaviour on marketing strategies using example of launch of mobile hand set for rural market. 10
2. (a) How does consumer attitude affect purchase of an electronic item ? 10
- (b) Explain this with respect to purchase of an Apple ipad or an iphone. 10
3. Write notes on :
 - (a) What are Sensory Thresholds and what is their relevance on Consumer Perception Process ? 10
 - (b) Consumer responses to satisfaction and dissatisfaction, show through flow chart. 10

4. What is Consumer Motivation ? How the motivational studies are helpful ? What are their Outcomes ? 20
5. What are Cultural Values ? How they influence buying behaviour ? How to carry out such cultural and cross - cultural studies to study their influences on CB ? 20
6. Write notes on :
- (a) Family Decision Making Continuum. 10
 - (b) Role of Reference Groups in CB. 10
7. What stages are involved in Consumer Perceptual Process ? How these stages influence Consumer Perception ? Give example to illustrate your answer. 20
8. Write notes on :
- (a) Conditional Learning v/s Classical Learning Theory 10
 - (b) Types of Personalities and their influence on CB. 10
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