

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

Term-End Examination

00772

December, 2014

BRS-015 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

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

1. Discuss the importance and different applications of consumer behaviour in marketing. 20
2. List and discuss the Five 'Needs' in Maslow's needs-wants hierarchy. 20
3. How does the study of economic theory help in understanding the consumer behaviour ? Are consumer and customer related ? Comment. 20

4. Write short notes on the following : 20
- (a) Rural v/s Urban consumer behaviour
 - (b) Patronage motives
 - (c) Factors affecting diffusion of innovation
 - (d) Culture
5. (a) Explain the various stages in the perception process. 10
- (b) Discuss the role of technology in understanding consumer behaviour. 10
6. Discuss the stages in consumer decision-making process with the help of an example. 20
7. Explain family decision-making process with the help of suitable examples. 20
8. Trace three of your last major purchases through the Howard Sheth model. Explain how this model helps you understand your buying behaviour. 20
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