

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

Term-End Examination

June, 2012

BRS-015 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

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

1. Define consumer behaviour and discuss the factors that affect consumer behaviour. 20
2. Explain the role of attitude in consumer decision making with the help of a suitable examples. 20
3. Write notes on the following : 20
 - (a) Cross cultural influences
 - (b) Buying motives
4. Explain how the buying habits of rural consumers differ from that of urban consumers ? 20

5. Explain the multivariate model of consumer behaviour. Elaborate with the help of an example. 20
6. Write notes on the following : 20
- (a) Sensory System
 - (b) Need to study Consumer Behaviour
7. Explain the relationship between consumer behaviour and marketing strategy. Cite few examples. 20
8. Write notes on the following 20
- (a) Group influences
 - (b) Perceptual Selection
 - (c) Market Research
 - (d) Sales Promotion
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