

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

Term-End Examination

June, 2013

BRS-015 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

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

1. What is Consumer Behaviour (CB) ? Why there is a need to study Behaviour of Consumers ? 20
2. What are Buying Motives ? How to identify these motives used by consumer in purchase ? What role motives play in consumer decision making ? 20
3. Write note on :
 - (a) Stimulus-Response Model of Consumer Behaviour 10
 - (b) Stages in the Perception process of Consumer. 10
4. How Attitude formation takes place ? Discuss the models of Consumer Attitude with a brief explanation supported by example. 20

5. Write notes on :
- (a) How Diffusion of Innovation takes place ? 10
 - (b) Stages involved in Consumer Decision Making. 10
6. Discuss learning theories which are helpful in Consumer Learning. Why is it important for Marketer to study the learning process of consumers ? 10+10
7. What are Cultural Values and how culture influence consumer decision making ? How to study culture and sub-culture influences on consumer ? Give examples. 20
8. Write notes on :
- (a) Types of Personality and its influence on CB. 10
 - (b) Multi variate Model of CB. 10
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