

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

00114

Term-End Examination

June, 2014

BRS-015 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

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

1. What is meant by consumer behaviour ? Are customer and consumer related ? 20
2. Explain the influence of Psychology on buying behaviour, in the context of need hierarchy model. 20
3. Write notes on the following : 20
 - (a) Monadic Model
 - (b) Types of Innovation
4. Trace three of your last major purchases through the Howard-Sheth Model. Explain how this model help you to understand your buying behaviour ? 20
5. (a) Explain the various stages in the perception process. 20
(b) Discuss the role of technology in understanding CB.

6. (a) Contrast demographic analysis with psychographic analysis. 20
(b) Explain the influence of Socio-economic condition on consumer's perception.
7. Write notes on the following : 20
(a) Lifestyle
(b) Social class
(c) Reference groups
(d) Culture
8. Explain the impact of social class on consumer behaviour. Discuss family decision making in buying children products. 20
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