

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

Term-End Examination

00271

June, 2015

BRS-015 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

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

1. What are the various factors that affect consumer behaviour ? Why is it important for corporates to study consumer behaviour ? 20
2. Discuss the family decision-making process. Use suitable example. 20
3. What is the relation between consumer behaviour and marketing strategy ? How can segmentation influence consumer behaviour ? 20

4. What are buying motives ? How can these motives be identified to understand consumer's purchasing decisions ? 20
5. Explain the learning theories which are useful in consumer learning. Why is it important for a marketing team to study the learning process ? 20
6. Explain the multivariate model of consumer behaviour, giving suitable examples. 20
7. Discuss the factors which a company considers to study the consumer's attitude and the motivation for purchasing a particular product. 20
8. Write short notes on any *four* of the following : 4×5=20
- (a) Women Consumers
 - (b) Cross-culture Influence
 - (c) Promotion Mix
 - (d) Social Stratification
 - (e) Consumer Dissatisfaction
 - (f) Types of Needs
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