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(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2020 ONLY)

20 UBM 620

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : MAY- 2023

COURSE NAME: B.B.A

MAXIMUM MARKS: 70

SEMESTER: VI

TIME : 3 HOURS

PART - III

CONSUMER BEHAVIOUR

SECTION - A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS. K1

1. Among the following which factors are influencing consumer behavior?
a) Culture b) Family c) Occupation d) All the above
2. The rational element of motivation is_____
a) Goal b) An incentive c) A drive d) A desire
3. The behavioral component of attitude is called_____
a) Cognition b) conation c) Affect d) None of these
4. _____class is prosperous ,noble and landowning.
a) Upper-middle b) Upper-upper c) Lower-middle d) Working
5. Which of the following describes opinion leaders?
a) Social b) Familiar c) Innovator d) All of the above

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES. K2

6. Define consumer behavior.
7. What is life style?
8. What is consumer innovation?
9. Define post purchase attitude.
10. What is consumer buying behavior?

SECTION – B (5 X 4 = 20 MARKS)

ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. K3

11. a) What is the scope of consumer behavior? Discuss.
(OR)
b) What are the different types of groups? Explain in brief.
12. a) Explain the Economic determinants.
(OR)
b) What are the various types of motivation? Explain.

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13. a) What is adoption process? Explain various types.

(OR)

b) What are the factors influencing consumer behavior?

14. a) Explain the various stages of consumer buying behavior.

(OR)

b) List the consumer Decision making process.

15. a) Discuss the role of corporate social responsibility in consumer behavior.

(OR)

b) Define various consumer pricing strategies.

SECTION - C

(4 X 10 = 40 MARKS)

ANSWER ANY FOUR OUT OF SIX QUESTIONS

(16th QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS

(FROM Qn. No : 17 to 21)

(K4 (Or) K5)

16. Explain the Maslow's need hierarchy theory in detail.

17. How does culture influence consumer behavior? Elaborate.

18. Illustrate and explain the process of consumer research.

19. Explain the various types of marketing communication channels.

20. Discuss the various post purchase processes..

21. Give a description on the channel mix marketing.

ETHICAL PAPER