GIET UNIVERSITY, GUNUPUR – 765022

B. B. A (Fifth Semester) Examinations, December' 2022

20BBA 501 - Consumer Behaviour

Time: 3 hrs.   Maximum: 70 Marks

Answer All question
The figures in the right hand margin indicate marks.

PART – A: (Multiple Choice Questions)   (1 x 10 = 10 Marks)

Q. 1 Answer *ALL* questions

a. A person who influence others to make a purchase decision.
   (i) Initiator   (ii) influencer
   (iii) Buyer   (iv) User

b. Any individual who purchases goods and services from the market for his/her end-use is called a.................
   (i) Customer   (ii) Purchaser
   (iii) consumer   (iv) All of these

c. Which type of studies would be most appropriate to use in order to measure opinions of consumer repeatedly?
   (i) Focus group studies   (ii) Shadowing studies
   (iii) Longitudinal studies   (iv) Experimental studies

d. As a form of a reference group, the _____ are ones to which the individual wishes to belong
   (i) Secondary group   (ii) primary group
   (iii) aspiration group   (iv) membership group

e. Even though buying roles in the family change constantly, the _____ has traditionally been the main purchasing agent for the family
   (i) Wife   (ii) Husband
   (iii) Teenage   (iv) Grand parent

f. A (n) _____ consists of the activities people are expected to perform according to the persons around them.
   (i) Behaviour   (ii) Attitude
   (iii) Role   (iv) Status

g. The stages through which families might pass as they mature over time is a description of what is called the
   (i) Adoption process   (ii) Family life cycle.
   (iii) Lifestyle   (iv) VALS

h. The basic premise of the _____ is that people's possessions contribute to and reflect their identities; that is, "we are what we have."
   (i) Lifestyle   (ii) Self concept
   (iii) personality   (iv) Cognitive concept

i. Who has developed the expectancy theory of Motivation?
   (i) Herzberg   (ii) Maslow
   (iii) Vroom   (iv) Gregor

j. Who has developed the need hierarchy theory?
   (i) Herzberg   (ii) Maslow
   (iii) Vroom   (iv) Gregor

PART – B: (Short Answer Questions)   **(2 x 10 = 20 Marks)**

Q.2. Answer _ALL_ questions

a. Define Consumer attitude?

b. What is consumer behaviour?

c. Write the elements of learning?

d. State the different roles of a consumer?

e. Define customer value?

f. State any two differences between consumer and customer?

g. AIO Stands for?

h. What is Ego?

i. Define gratification?

j. What is perceived risk?

PART – C: (Long Answer Questions)   **(10 x 4 = 40 Marks)**

Answer _ALL_ questions   Marks

3._a._ Briefly discuss the Consumer Decision Making Process?   10

(OR)

b. Explain the interdisciplinary approaches to Consumer Behaviour?   5

c. Discuss the importance of consumer behaviour?   5

4._a._ What are the types of reference group?   5

b. Discuss about culture and its characteristics?   5

(OR)

c. Explain the psychoanalytical theory of consumer behaviour?   5

d. What are the elements of consumer perception?   5

5._a._ Explain the reasons behind the growth of consumer behaviour.   5

b. Explain in detail theory of trio of needs?

(OR)

c. Explain Loyalty Profitability Matrix   5

d. Draw the quadrants of Loyalty Profitability Matrix   5

6._a._ Explain Multi Attribute model of attitude   5

b. What is consumer Imagery & Perceived Risk   5

(OR)

c. Explain persuasive communication   5

d. How can we design persuasive communication?   5

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