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**GIET UNIVERSITY, GUNUPUR – 765022**  
**B. B. A (Fifth Semester) Examinations, November – 2023**  
**21BBAPC35001 – Consumer Behaviour**

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

**PART – A****(2 x 10 = 20 Marks)**Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. Who is a Gatekeeper?	CO1	K1
b. State the difference between a customer and consumer.	CO1	K1
c. Define self-esteem needs.	CO2	K1
d. What is Expectancy theory?	CO2	K1
e. What is gratification?	CO3	K1
f. What do you understand by learning?	CO3	K1
g. How does family influence consumer behaviour?	CO4	K2
h. What is cognitive learning?	CO4	K2
i. What is sub-action field?	CO5	K3
j. How would you define customer service?	CO5	K1

**PART – B****(8 x 5 = 40 Marks)**Answer **ALL** the questions

	Marks	CO #	Blooms Level
2. a. What is Consumer Behaviour? Explain the objectives and characteristics of consumer behaviour?	8	CO1	K1
(OR)			
b. What is Segmentation? Explain the bases for segmentation.	8	CO3	K2
3.a. How to create a brand personality? Write the different component of brand personality.	8	CO2	K1
(OR)			
b. Describe the psychoanalytical theory of consumer personality.	8	CO2	K1
4.a. Define life cycle? Explain the different stages of consumer life-cycle.	8	CO3	K3
(OR)			
b. Describe the dynamics of perception.	8	CO3	K2
5.a. What is consumer attitude? How attitude is formed with in a consumer?	8	CO4	K2
(OR)			
b. Explain the behavioural learning theory.	8	CO4	K2
6.a. Explain the Nicosia model of consumer behaviour.	8	CO5	K3
(OR)			
b. Discuss the different levels of consumer decision making.	8	CO5	K2

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