



**GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY,  
ODISHA, GUNUPUR  
(GIET UNIVERSITY)**

B. B. A (Fifth Semester) Examinations, November-2024

**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

- a. State the difference between a customer and consumer.
- b. Define Lifestyle.
- c. Define self-esteem needs.
- d. What is Expectancy theory?
- e. What do you understand by learning?
- f. Write a short note on Societal Marketing concept.
- g. How does family influence consumer behaviour?
- h. What is Reinforcement?
- i. What is persuasive communication?
- j. What is sub-action field?

CO #	Blooms Level
CO1	K1
CO1	K2
CO2	K2
CO2	K1
CO3	K1
CO3	K1
CO4	K1
CO4	K1
CO5	K1
CO5	K1

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

2. a. State the different types of buying behaviour.

Marks	CO #	Blooms Level
8	CO1	K1

(OR)

- b. Describe the impact of consumer behaviour on market segmentation.

8	CO1	K2
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- 3.a. Define the need hierarchy theory of consumer Motivation.

8	CO2	K2
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(OR)

- b. How to understand consumer diversity by using consumer personality.

8	CO3	K1
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- 4.a. Explain the different features of consumer perception.

8	CO3	K2
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(OR)

- b. Define the elements of Perception.

8	CO3	K2
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- 5.a. Explain the behavioural learning theory.

8	CO4	K2
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(OR)

- b. Explain the multivariate model of consumer attitude.

8	CO4	K2
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(OR)

- 6.a. State the relationship between communication and consumer behaviour.

8	CO5	K1
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(OR)

- b. Discuss the different levels of consumer decision making.

8	CO5	K2
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