D 50498 (Pages : 2) Name......................................

Reg. No................................

FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION NOVEMBER 2023

B.B.A.

BBA 5B 10—MARKETING ELECTIVE—I CONSUMER BEHAVIOUR

(2019 Admission onwards)

Time : Two Hours and a Half Maximum : 80 Marks

Part A

Answer **all** *question.*

1. Define Market segmentation.

2. Explain marketing information system.

3. What is Market positioning ?

4. What is Core culture ?

5. What is perception ?

6. What is consumer decision making ?

7. What is post purchase behavior ?

8. What is market targeting ?

9. What is Consumer behaviour audit ?

10. What you mean by Family life cycle ?

11. What is social class concept ?

12. What is consumer protection ?

13. What is consumer behaviour ?

14. What is personality trait ?

15. What is consumer research ?

(15 × 2 = 30, Maximum ceiling 25 marks)

Turn over

Part B

*Answer **all** questions.*

16. Describe the sources of identifying consumer dissatisfaction.

17. What is the stages Buyer decision making process ?

18. Explain the Types of consumer behaviour.

19. Explain the Problems faced by Indian consumers.

20. Describe the role of Market research in assessing consumer behavior.

21. Discuss the Levels of consumer decision making.

22. What is Core culture and sub cultures ?

23. Discuss the market segmentation process.

(8 × 5 = 40, maximum ceiling 35 marks)

Part C

*Answer any **two** questions.*
Each question carries 10 marks.

24. Explain the role consumer needs and motivation in consumer behaviour.

25. Discuss The Gestalt Theory of Perception ?

26. Explain the Role of culture in consumer buying behaviour.

27. Explain the Theories of personality.

(2 × 10 = 20 marks)