

**ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)**

**VI SEMESTER BBA EXAMINATIONS - APRIL 2019**

**CONSUMER BEHAVIOUR**

**Duration: 2.5 Hours**

**Max. Marks: 70**

**SECTION - A**

**I) Answer any TEN of the following questions. (10x3=30)**

1. What do you mean by group dynamics?
2. What is consumer behavior?
3. Write any four sources for evaluation of alternatives.
4. What are consumer attitudes?
5. Define personality.
6. What is perceptual gap?
7. How family can influence consumer behaviour?
8. Who are laggards in diffusion of innovation?
9. Define consumerism.
10. Mention any four bases of market segmentation.
11. What is culture?
12. What is consumer satisfaction?

**SECTION - B**

**II) Answer any FOUR of the following questions. (4x5=20)**

13. Briefly explain about current trends in consumer behaviour.
14. Write a short note on reference groups.
15. As a manager, how do you deal with consumer complaints? Discuss.
16. What are the sources of consumer dissatisfaction? Explain.
17. Explain the process of attitude formation.
18. Present the behaviour patterns in post purchase behaviour.

**SECTION - C**

**III) Answer any TWO of the following questions. (2x10=20)**

19. Explore the important features of Consumer Protection Act 1986.
20. Examine the steps in consumer decision making process.
21. Discuss in detail about the models of consumer behaviour.
22. Elaborate the steps in consumer research process.