

2020

BUSINESS ADMINISTRATION — HONOURS

Paper : A 503 DSE-2A

(Consumer Behaviour)

Full Marks : 80

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Answer **any five** questions.

1. (a) Discuss the nature and scope of Consumer Behaviour.
(b) Explain the importance of Consumer Research. 10+6
2. (a) Define Culture.
(b) Enumerate the characteristics of Culture.
(c) Briefly explain the impact of Culture on Consumer Behaviour. 4+6+6
3. Write short notes on the following : 8×2
 - (a) Self-concept
 - (b) Determinants of Social Class.
4. (a) Define Innovation.
(b) Discuss the Product Characteristics influencing Diffusion.
(c) Elucidate the factors affecting Resistance to Innovation. 4+6+6
5. (a) Discuss the Situational Factors influencing Consumer Decision Making.
(b) What happens during the Post-Purchase Evaluation Process? 10+6
6. (a) What do you understand by Sample Survey?
(b) Explain the marketing implication of Maslow's Hierarchical Need Theory. 4+12
7. (a) What do you understand by Rural Marketing?
(b) How can you segment the market in Rural areas? 4+12
8. Write a note on classical conditioning theory of learning and its importance in consumer purchasing process. 16

Please Turn Over

9. Write a short note on correlation between lifestyle endorsement of consumers and that of buyer decision making. 16
10. (a) What do you understand by Type I and Type II errors?
(b) What are the external factors which influence perceptual mechanism in Consumer Decision Making? 4+12
11. Explain the cognitive dissonance theory of attitude and its impact in Consumer Behaviour. 16
12. Explain in brief the steps involved in Industrial buying behaviour. 16
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