

**2024**

**BUSINESS ADMINISTRATION — HONOURS**

**Paper : BBAA-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.*

**Group - A**

1. Answer *any five* questions : 2×5
- (a) What are the psychological factors affecting Consumer Behaviour?
  - (b) How is a consumer different from a customer?
  - (c) What do you understand by Impulse purchasing?
  - (d) What is Opinion Leadership?
  - (e) What do understand by cognitive learning?
  - (f) Mention two (any) bases of consumer segmentation.
  - (g) What do you understand by post purchase dissonance?
  - (h) What are the stages in the Adoption process of a new product?

**Group - B**

2. Answer *any five* questions : 4×5
- (a) Explain the concept of Consumer Involvement and its impact on Buying Behaviour.
  - (b) Discuss Reference group and its impact on Consumer Behaviour.
  - (c) What do you understand by cognitive Dissonance Theory?
  - (d) Explain the role of self consciousness in Consumer Behaviour.
  - (e) Briefly explain the perceptual mechanism in marketing.
  - (f) Explain the importance of Consumer Research and its implication in Consumer Behaviour.
  - (g) Explain the significance of Trait theory of Personality in marketing.
  - (h) Briefly explain the Black Box model of Consumer Behaviour.

**Please Turn Over**

**(8290)**

Group - C

3. Answer *any five* questions :

- (a) Describe the 5-step model of Consumer Decision making process with suitable examples. 10
- (b) Discuss Maslow's Need Hierarchy theory and explain its significance in Consumer Behaviour. How can marketers use the consumer ethnocentrism scale to segment consumers? 8+2
- (c) What is perception? Briefly describe the consumer perception process. Discuss the role of marketers in reducing post purchase dissonance. 2+5+3
- (d) Define culture. What are the important characteristics of culture that reflects its nature? Discuss the influence of culture on Consumer Behaviour. 2+3+5
- (e) Distinguish between and define social class and social status. Which status related variable – occupation, education or income – is the most appropriate segmentation base for expensive vacations? How does family influence the consumer socialization of children? 4+3+3
- (f) Which of the five stages of the Family life cycle constitutes the most lucrative segment for each of the following products or services? – Explain your answers. 2×5
- (i) Life Insurance Policy
  - (ii) Domino's Pizza
  - (iii) The fastest internet access
  - (iv) Cable TV subscription
  - (v) Luxury cruise vacation.
- (g) Explain the external factors determining consumers perceptual mechanism which play an important role in consumer decision making process. 10
- (h) Write short notes on (*any two*) : 5×2
- (i) Applications of VALS classification
  - (ii) Positive and Negative reinforcement
  - (iii) Subculture
  - (iv) AIO framework in Consumer Behaviour.
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