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(Printed Pages 3)

(20526)

Roll No.

BBA-IV Sem.

18092

B.B.A. Examination, May-2026

CONSUMER BEHAVIOUR

(BBA-401)

(New Course)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt **all** the Sections as per instructions.

Section-A

(Very Short Answer Questions)

Note : Answer all **five** questions. Each question carries **3** marks. Very short answer is required not exceeding **75** words.

5×3=15

1. What is Social Class? 3
2. What is Consumer Behavior Audit? 3
3. What is tricomponent attitude model? 3

P.T.O.

4. What do you mean by family life cycle? 3
5. What is meant by sensation? 3

Section-B

(Short Answer Questions)

Note : Attempt any **two** questions out of the following **three** questions. Each question carries **7½** marks. Short answer is required not exceeding **200** words.

$$2 \times 7\frac{1}{2} = 15$$

6. How does self concept affect Consumer Behavior?
7. What do you understand by buying motives? Classify different kind of buying motives?
8. Write short note on "The Nicosia Model"?

Section-C

(Detailed Answer Questions)

Note : Attempt any **three** questions out of the following **5** questions. Each question carries **15** marks. Answer is required in detail. $3 \times 15 = 45$

9. Marketers don't create needs: needs preexist marketers. Discuss this statement?
10. What is consumer involvement? What are its causes? Distinguish between consumer behavior and consumer involvement?
11. Explain personality in relation to consumer behavior. Write down various theories of personality?
12. Write a comprehensive note on consumer need and motivation?
13. Write short notes on:-
 - (a) Family Life Cycle
 - (b) Opinion Leadership