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(Printed Pages 4)

(20525)

Roll No.

B.B.A - IV Sem.

18092

B.B.A. Examination, May-2025

Consumer Behaviour

(BBA-401)

(New Course)

Time : 3:00 Hours]

[Maximum Marks : 75

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

Section-A

(Very Short Answer Type Questions)

Note : Attempt all the **five** questions, each carrying **3** marks, not exceeding **75** words.

$5 \times 3 = 15$

1. Define Consumer Involvement and its role in marketing.

P.T.O.

2. What is Cognitive Dissonance? Explain with an example.
3. Identify three key psychological determinants of consumer behaviour.
4. Explain the concept of Customer Satisfaction and its impact on brand loyalty.
5. What is Situational Influence in consumer decision-making?

Section-B

(Short Answer Type Questions)

Note : Attempt any **two** out of three questions, each carrying **7.5** marks.

$$2 \times 7.5 = 15$$

6. How do Lifestyle and Values impact consumer behaviour? Illustrate with examples.

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7. Analyze how Retail Store Atmosphere influences consumer purchase decisions.
8. Using an example, explain how a company can segment its market based on consumer behaviour.

Section-C

(Descriptive Answer Type Question)

Note : Attempt any **three** out of **five** questions, each carrying **15** marks.

$$3 \times 15 = 45$$

9. Evaluate the role of consumer behaviour research in developing marketing strategies.
10. Compare the Nicosia Model and Engel-Kollat-Blackwell Model of consumer behaviour.

11. Assess the role of social media influencers in shaping consumer choices.
12. Develop a consumer-focused marketing plan for a new online grocery store.
13. Evaluate how companies can reduce post-purchase dissonance and improve consumer satisfaction.