UNIVERSITY OF NORTH BENGAL

BBA Honours 5th Semester Examination, 2023

DSE1/2-BBA

Time Allotted: 2 Hours   Full Marks: 60

The figures in the margin indicate full marks.

PAPER-5MB

CONSUMER BEHAVIOUR

GROUP- A

Answer any *two* questions from the following   12×2 = 24

1. Define the importance of consumer behaviour in marketing decisions.   12

2. What are the role of consumer research?   12

3. Explain the concept of absolute threshold limit.   12

4. Explain the Nicosia Model and Howard-Sheth family decision making Model.   6+6

GROUP- B

5. Answer any *four* questions: 6×4 = 24

    (a) Write short notes on:
        (i) McLelland's APA Theory
        (ii) Perceptual Process.
    (b) Discuss the psychological factors influencing consumer behaviour.
    (c) Explain in detail about cultural influences on consumer behaviour.
    (d) State the adoption process of diffusion of innovations.
    (e) What are the reference group influence on products and brands?
    (f) Write short notes on:
        (i) Observational Learning
        (ii) Involvement Theory.

GROUP- C

6. Answer any *four* questions from the following: 3×4 = 12

    (a) Discuss the causes of customer dissatisfaction.
    (b) What are the determinants of social class?
    (c) Define cognitive learning and involvement theory.
    (d) List the types of Personality.
    (e) Explain about 'Family influences in purchase decision'.
    (f) Discuss the Kollat and Blackwell Model.

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