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Name.....

Reg. No.....

**SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022**

(CUCBCSS—UG)

B.B.A.

BBA VIB 14—CONSUMER BEHAVIOUR (MARKETING SPECIALISATION)

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part I (Objective Questions)**

*Answer all ten questions.  
Each question carries 1 mark.*

Choose the correct answer.

1. The study of consumer behaviour helps a manufacturer in :
  - a) Finalising and strategizing distribution intensity.
  - b) Demand and supply correction.
  - c) Correction of quantity discrepancy.
  - d) All of the above.
2. Considering the motivation process, the desired end state is the consumer's \_\_\_\_\_.
  - a) Drive.
  - b) Need state.
  - c) Benefit statement.
  - d) Goal.
3. What kind of learning occurs when it is based on observing the behaviour of others and emulating it ?
  - a) Behavioural learning.
  - b) Active learning.
  - c) Student learning.
  - d) Observational learning.
4. Which of the following aspects form the main constituents of culture ?
  - a) Ecology.
  - b) Heritage.
  - c) Social fabric.
  - d) None of these.

**Turn over**

5. The aspects of the sub culture are :
- a) Sub cultural distinctiveness.
  - b) Sub culture homogeneity.
  - c) Sub culture exclusion.
  - d) All of these.
6. \_\_\_\_\_ refers to the process that causes people to behave as they do.
7. Because the brain's capacity to process information is limited, consumers are very selective about what they pay attention to and tend to select stimuli that relate to their current needs. This process is called \_\_\_\_\_.
8. Intense competition means that the market segment has been developed due to its being \_\_\_\_\_.
9. \_\_\_\_\_ has been defined as the assortment of behaviours, attitudes and values that are associated with the consumption of material goods.
10. In large structured organisations, the centralised \_\_\_\_\_ is highly formalized and is called a buying committee.

(10 × 1 = 10 marks)

### Part II (Short Answer Questions)

Answer any **eight** out of the ten questions in two **or** three sentences.

*Each question carries 2 marks.*

- 11. What is consumer behaviour ?
- 12. Define social class.
- 13. What is Personality ?
- 14. What is market segmentation ?
- 15. Define a Group.
- 16. Define Family.
- 17. What is Perception ?
- 18. What is family life cycle ?
- 19. Define Culture.
- 20. What is causative research ?

(8 × 2 = 16 marks)

**Part III (Short Essay Questions)**

Answer any **six** out of the eight questions in about 200 words.

*Each question carries 4 marks.*

21. What are the main characteristics of social class ?
22. What are the objectives of market segmentation ?
23. Discuss Jungian theory of personality.
24. What are the nature and properties of personality ?
25. What are the characteristics of opinion leaders ?
26. Explain the communication process model.
27. Discuss the systematic approach for measuring social class.
28. What are the sources of secondary data ?

(6 × 4 = 24 marks)

**Part IV (Essays Questions)**

Answer any **two** questions out of the three questions in about 800 words.

*Each question carries 15 marks.*

29. Explain the applications of consumer behaviour.
30. Explain the theories of personality.
31. Explain the stages of consumer buying decision process.

(2 × 15 = 30 marks)