



**VI Semester B.B.M. Examination, May/June 2010**  
**(Semester Scheme)**

**BUSINESS MANAGEMENT – MARKETING (Elective – II) (Paper – III)**  
**6.4 : Consumer Behaviour**

Time : 3 Hours

Max. Marks : 90

***Instruction:*** Answers should be written ***completely in English.***

**SECTION – A**

Answer **any ten** sub-questions from the following. **Each** carries **2** marks. **(10×2=20)**

1. a) Define consumer behaviour.
- b) What do you mean by brand loyalty ?
- c) What do you mean by decision making ?
- d) What is Psychology ?
- e) What is diffusion of innovation ?
- f) What is a reference group ?
- g) What is industrial buying behaviour ?
- h) What is Super-Ego ?
- i) State any four of the Govt. Legislations, that helps consumers.
- j) State any two problems of cross-cultural marketing.
- k) Define Perception.
- l) What is a 'word of mouth' ?



## SECTION – B

Answer **any 5** questions of the following. **Each** question carries **5** marks. (5×5=25)

2. Explain the mechanisms of 'Learning'.
3. Explain the significance of family in 'Consumer behaviour'.
4. Briefly explain the elements of perception.
5. Explain the cultural values and consumer behaviour.
6. Explain the types of reference groups.
7. Explain the scope of organisational buying.
8. Explain the types of decision making process.
9. State the factors influencing buying behaviour.

## SECTION – C

Answer **any 3** questions. **Each** question carries **15** marks. (3×15=45)

10. Explain the concept of perception and the stages of perceptual process.
  11. Write a short notes on :
    - a) Cultural influence on consumer behaviour.
    - b) Social implications of culture.
  12. What is Brand image ? Explain how marketers attempt to create brand image ?
  13. Explain the consumer rights and responsibilities.
  14. Explain the scope of organisational buying.
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