

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD**

**Examination – BBA Semester IInd
Consumer Behaviour
(Paper Code: BBA-E- 04)
Role No. _____**

Time : 3 Hours

Max. Marks:- 75

Section A

Attempt any six questions (5 x 6= 30)

1. Enumerate the factors influencing the consumer behaviour.
2. State the theories of Personality.
3. Explain the concept of culture.
4. What is SWOT? Explain with examples.
5. State the characteristics of opinion leaders.
6. Explain the stages in the consumer buying decision process
7. Briefly explain the buying motives.
8. Explain the relevance of life styles and psychographics on consumers buying decision?
9. Write short notes on any two;
 - a) Cognitive Dissonance
 - b) Reference Group
 - c) Family life cycle

Section B

Attempt any three questions (15 x 3= 45)

1. Needs and wants of marketers in India are manipulating gullible consumers". Comment
2. Describe the impact of economic, political and legal factors influence on consumer buying decision.
3. A car making company is deciding to make flying cars in India. You are required to explain the motivation of consumer in buying this car and your way of promoting it. Explain segmenting, targeting and positioning for the flying car in Indian market.
4. What is consumer involvement? Explain antecedent and moderating factors.
5. As an advertiser of hair color, what set of target audience would you focus on keeping in mind specific personality traits.
6. Design a questionnaire for surveying the coffee shop in your vicinity to know the factors for which individual consumers are buying the coffee.