

**S.D.E.**  
**B.B.A. (2006 Course) Sem-V : WINTER - 2018**  
**SUBJECT : ELECTIVE – I : b) CONSUMER BEHAVIOUR (Marketing)**

Day : Tuesday  
Date : 04/12/2018

**W-2018-4472**

Time : 02.00 PM TO 05.00 PM  
Max. Marks : 80

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**N.B.**

- 1) Attempt **ANY FIVE** questions from **Section – I**. Each question carries **10 marks**.
  - 2) Attempt **ANY TWO** questions from **Section – II**. Each question carries **15 marks**.
  - 3) Both the sections should be written in the **SAME** answer book.
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**SECTION - I**

- Q.1** How social sciences (economics, psychology etc.) influence buyer behaviour? Elaborate with examples.
- Q.2** Explain Nicosia Model of buyer behaviour in details, supported by a neat diagram.
- Q.3** Give a detailed comparison of consumer buying behaviour and industrial buying behaviour.
- Q.4** Write a detailed note on measures taken by Government of India to protect consumers' interests.
- Q.5** Explain in detail globalization at consumer level with suitable examples.
- Q.6** What are the buying motives? Explain various classifications of buying motives with reference to:  
a) Luxury Car.                      b) LED Televisions.
- Q.7** Write short note on ANY TWO of the following:  
a) Consumer Satisfaction v/s Consumer Delight.  
b) Consumerism in India.  
c) E-marketing Environment.  
d) Consumer Decision Making Process.

**SECTION - II**

- Q.8** Design a questionnaire to study consumer perception for a Holiday Resort.
- Q.9** Many products manufactured by Patanjali are making rapid impact compared to various foreign brands. Analyze consumers' psychology for buying Patanjali products.
- Q.10** Shri. Amitabh Bachhan is appointed as brand ambassador for 'Swatch Bharat Abhiyan' and number of advertisements showing him are telecasted every day. Which motivational factors are being addressed by Shri. Bachhan for the use of toilets?

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