

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FOURTH SEMESTER – APRIL 2022

16/17/18UBU4ES02 – CONSUMER BEHAVIOUR

Date: 23-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

Q. No

Answer ALL questions

(10 x 2 = 20 Marks)

1. Define Consumer.
2. Give the meaning of the term “Segmentation”.
3. What is Consumer Research?
4. Name some demographic influencing consumer behaviour.
5. Define Motivation.
6. What do you understand from Perception?
7. Give any two deciding factors in a family.
8. Define Culture.
9. What is a consumer council?
10. What are the types of B2B buying?

PART – B

Answer any FOUR questions

(4 x 10 = 40 Marks)

11. Discuss why Consumer Behaviour is Inter-disciplinary in nature.
12. Brief on the steps involved in new product Purchase.
13. Explain the process of Perception.
14. Explain the different tactics of children in Decision Making.
15. Brief on the stages of the Family Life Cycle.
16. Elucidate the criteria for segmenting Organizational Markets.
17. Explain any ten applications of Consumer behaviour.

PART – C

Answer any TWO questions

(2 x 20 = 40 Marks)

18. Brief on Howard Seth Model on Consumer Behaviour.
19. Why is it critically important for marketers to understand consumers? Support with suitable Indian examples.
20. Describe on Consumer Research Process.
21. Explain the factors in which organizational buyer behavior and industrial buyer behavior differ.
