

(7 Pages)

Reg. No. :

Code No. : 12481 E Sub. Code : SEBA 5 B

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Fifth Semester

Main — Business Administration

Major Elective — CONSUMER BEHAVIOUR

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which one of the following is the social factor influence consumer behaviour?
 - (a) price
 - (b) distribution of income
 - (c) competition with substitutes
 - (d) culture

2. The study of consumer behaviour
- (a) helps in formulating right marketing strategy
 - (b) helps in sales promotion
 - (c) helps consumers to study their behaviour
 - (d) all the above
3. The current trend in consumer behaviour is _____
- (a) Choosing better quality goods due to their preference
 - (b) Choosing best quality goods due to their income level and preference
 - (c) Not giving importance to any quality due to lack of awareness
 - (d) Choosing normal quality goods due to their family size
4. Identify an economic circumstance that can greatly affect any product or brand choice
- (a) retirement
 - (b) values
 - (c) life style
 - (d) borrowing power

5. Which of the following is a situation in which consumer behaviour occurs?
- (a) communication situation
 - (b) purchase situation
 - (c) usage situation
 - (d) all the above
6. What are the factors involve in the decision making process of buyers?
- (a) quality of goods
 - (b) price of goods
 - (c) sources of income
 - (d) all the above
7. _____ are factors that have been shown to affect consumer behaviour.
- (a) Brand name, quality, newness and complexity
 - (b) Advertising, marketing, product and price
 - (c) Outlets, strategies, concept and brand name
 - (d) Quality, advertising, product positioning and strategy

8. _____ is one of the most basic influences on an individual's needs, wants and behaviour.
- (a) Brand (b) Culture
(c) Product (d) Price
9. Consumer Protection Act is applicable to _____
- (a) co-operative and government sectors
(b) private sectors
(c) public sectors
(d) all the above
10. Which one of the following system is followed by consumer protection council?
- (a) three tier system
(b) two tier system
(c) four tier system
(d) five tier system

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Why is consumer behaviour studied?
- Or
- (b) What are the ways to find the behaviour of consumers?

4 **Code No. : 12481 E**

[P.T.O]

12. (a) What are the advantages of study of consumer behaviour?

Or

(b) Point out the need to study consumer behaviour.

13. (a) Distinguish between nominal decision making and limited decision making.

Or

(b) Distinguish between purchase process and post purchase process.

14. (a) Write a note on customer demographic trend.

Or

(b) What are the economic factors influence consumer behaviour?

15. (a) How to reduce the negative information received for the consumer?

Or

(b) Mention the acts protecting consumer rights in India.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the advantages of the study of consumer behaviour.

Or

- (b) Explain the nature the study of consumer behaviour.

17. (a) Discuss the factors affecting the consumer behaviour.

Or

- (b) Explain the various elements involved in buying process.

18. (a) Discuss the different types of decision making and their effects in buying.

Or

- (b) What do you suggest for solving the problem of slow growth of consumerism in India.

19. (a) Explain the current trends in consumer behaviour.

Or

- (b) Explain the consumer research process.

20. (a) Explain the role and powers of district forum.

Or

(b) Explain the restrictive trade practice and unfair trade practice.
