



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.B.A.DEGREE EXAMINATION – BUSINESS ADMINISTRATION [\*\*\*\*]**

**FOURTHSEMESTER – APRIL 2018**

**16UBU4ES02- CONSUMER BEHAVIOUR**

Date: 25-04-2018  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**SECTION – A**

**Answer all the Questions.**

**(10X2=20)**

1. Who is a consumer?
2. Give any two scope of consumer behavior.
3. What is problem Recognition?
4. Define Customer Loyalty?
5. What is motivation?
6. Define Vision Statement.
7. List any two functions of family.
8. What are the different stages in the family?
9. List any two characteristics of culture.
10. What is Business to Business Organization?

**SECTION - B**

**Answer any four Questions.**

**(4X10=40)**

11. Explain how Consumer Behavior is Interdisciplinary in nature.
12. Discuss the importance of Consumer Research.
13. Explain the steps in consumer decision making Process,for new products.
14. Discuss the distinct properties of Personality.
15. Deliberate on the functions of Family.
16. Explain any five characteristics of Culture.
17. Explain on the types of Business to Business Marketing.

**SECTION - C**

**Answer any two Question.**

**(2X20=40)**

18. Briefly explain the segmentation of the Market.
19. Deliberate briefly on the various stages of consumer Decision Making Process.
20. How does culture play an important role in Consumer Behavior?
21. Explain the Buying Decision Process of Business to Business.

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