



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A.DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FOURTH SEMESTER – APRIL 2019

16/17UBU4ES02– CONSUMER BEHAVIOUR

Date: 08-04-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART – A

Answer **ALL** the questions:

(10 x 2 = 20)

1. Define Consumer.
2. List any two psychological factors in Consumer Behaviour.
3. What is called as Consumer Research?
4. What do you understand from the term-“Problem Recognition”?
5. Define Motivation.
6. Define Personality.
7. Give any two deciding factors in a family.
8. List any two decisions taken by women in the family.
9. Delineate sub culture.
10. Explain the term- “Content Analysis”

PART – B

Answer any **FOUR** questions:

(4 X 10 = 40)

11. Elucidate the scope of Consumer Behaviour.
12. Discuss why Consumer Behaviour is Inter-disciplinary in nature.
13. Brief on the steps involved in new product Purchase.
14. Explain the process of Perception.
15. List any five functions of Family.
16. Brief on the stages of Family Life Cycle.
17. Elucidate the criteria for segmenting Organisational Markets.

PART – C

Answer any **TWO** questions:

(2 X 20 = 40)

18. Describe why Consumer Behaviour is Interdisciplinary in nature.
19. Brief on Howard Seth Model.
20. Explain Decision Making process with examples.
21. Describe the role of child and its tactics in decision making.
