

D 130028

(Pages : 2)

Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2025**

B.B.A.

BBA 5B 10—(MARKETING ELECTIVE—I) CONSUMER BEHAVIOUR

(2019 Syllabus)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A*Answer all questions.*

1. Define Consumer behaviour.
2. What is Market Research ?
3. What is post purchase behaviour ?
4. What is Personality ?
5. What do you mean by complex buying behaviour ?
6. What is Subculture ?
7. What is a social class ?
8. What do you mean by learning ?
9. Define Motive.
10. What is a target market ?
11. Who is an Influencer ?
12. Who is a rational economic man ?
13. What is the meaning of 'consumer' ?
14. What is Mass Marketing ?
15. What do you mean by black Box in Consumer behaviour ?

(15 × 2 = 30, Maximum ceiling 25 marks)

Turn over

Part B

Answer all questions.

16. What are the importance of consumer research ?
17. How culture impacts consumer behaviour ?
18. What are the characteristics of culture ?
19. What are the types of Consumer behaviour ?
20. What are the reasons of consumer dissatisfaction ?
21. What are the several models of man that depict consumer decision making ?
22. What is Marshallian Economic Theory of Consumer behaviour ?
23. What is Cognitive dissonance ? How does it affect consumer behaviour ?

(8 × 5 = 40, Maximum ceiling 35 marks)

Part C

*Answer any two questions.
Each question carries 10 marks.*

24. Explain the factors influencing Consumer Behaviour.
25. Explain buying decision process.
26. Explain consumer research process.
27. Explain the basis of Market Segmentation.

(2 × 10 = 20 marks)

D 130028-A

(Pages : 4)

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B.B.A.

BBA 5B 10—(MARKETING ELECTIVE—I) CONSUMER BEHAVIOUR

(2019 Syllabus)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes**Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BBA 5B 10—(MARKETING ELECTIVE—I) CONSUMER BEHAVIOUR

(Multiple Choice Questions for SDE Candidates)

1. _____ refers to how an individual perceives a particular message.
 - (A) Consumer behaviour.
 - (B) Consumer interest.
 - (C) Consumer attitude.
 - (D) Consumer interpretation.
2. _____ is one of the most basic influences on an individual's needs, wants, and behaviour.
 - (A) Brand.
 - (B) Culture.
 - (C) Product.
 - (D) Price.
3. _____ refers to the buying behaviour of final consumers.
 - (A) Consumer buyer behaviour.
 - (B) Target market buying.
 - (C) Market segment buying.
 - (D) Business buying behaviour.
4. Understanding consumer buying behaviour is not easy. The answers are often locked deep within the consumer's head. The central question for marketers is :
 - (A) How much money is the consumer willing to spend ?
 - (B) How much does the consumer need the product being offered for sale ?
 - (C) How much does a discount or a coupon affect the purchase rate ?
 - (D) How do consumers respond to various marketing efforts the company might use ?
5. According to the stimulus-response model of buyer behaviour (as presented in your text), the place where consumers process marketing stimuli prior to making purchase decision is called the :
 - (A) Consumer's value chain.
 - (B) Consumer's cognitive schema.
 - (C) Consumer's black box.
 - (D) Consumer's thoughts-emotions network.
6. Which of the following is NOT one of the five stages of the buyer decision process ?
 - (A) Need recognition.
 - (B) Brand identification.
 - (C) Information search.
 - (D) Purchase decision.
7. The stage in the buyer decision process in which the consumer is aroused to search for more information is called :
 - (A) Information search.
 - (B) Evaluation of alternatives.
 - (C) Search for needs.
 - (D) Perceptual search.

8. Generally, the consumer's purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision. These two factors are best described as being :
- (A) The cost and availability of the product.
 - (B) The attitude of others and the cost of the product.
 - (C) The availability of the product and unexpected situational factors.
 - (D) The attitude of others and unexpected situational factors.
9. The stage of the business buying process in which the buyer writes the final order with the chosen supplier(s), listing the technical specifications, quantity needed, expected time of delivery, return policies, and warranties is called :
- (A) General need description.
 - (B) Product specification.
 - (C) Supplier selection.
 - (D) Order-routine specification.
10. _____ is the definition of reference groups.
- (A) Groups that an individual looks to when forming attitudes and opinions.
 - (B) Groups of people who have been referred to by someone they know.
 - (C) Groups of office colleagues.
 - (D) Chat groups on the internet.
11. _____ are the groups that individuals look to when forming attitudes and opinions.
- (A) Reference groups.
 - (B) Teenage groups.
 - (C) Religious groups.
 - (D) Adult groups.
12. One implication of the _____ view for marketers is that care must be taken not to raise pre purchase expectations to such a level that the product cannot possibly meet them.
- (A) Post purchase evaluation.
 - (B) Purchase decision.
 - (C) Pre purchase decision.
 - (D) Routine decision making.
13. Which of the following also includes a situation-specific component ?
- (A) Personality.
 - (B) Self-concept.
 - (C) Involvement.
 - (D) Demographics.

Turn over

14. Which of the following is a situation characteristic ?
- (A) Product. (B) Package.
(C) Temporal perspective. (D) Demographics.
15. Which of the following best describes involvement ?
- (A) Consumers' disinterest in a product or service.
(B) The relationship users develop with selected products and services.
(C) The degree of personal relevance of a product or service to a consumer.
(D) Motivation to contribute to the improvement of a brand.
16. A consumer feeling that the brand they have already purchased may not have been the right purchase is experiencing what ?
- (A) Cognitive consistency. (B) Foot-in-the-door.
(C) The norm of reciprocity. (D) Cognitive dissonance.
17. Which of the following is NOT part of group influence ?
- (A) Social class. (B) Family.
(C) Personality. (D) None of these.
18. The consumer can obtain information from any of several sources. Which is not one of these sources ?
- (A) Personal. (B) Commercial.
(C) Attitude. (D) Public.
19. The marketer needs to know about _____ that is, how the consumer processes information to arrive at brand choices.
- (A) Alternative evaluation. (B) Opinion leaders.
(C) Lifestyle. (D) Habitual buying behaviour.
20. Almost all major purchases result in _____ or discomfort caused by post purchase conflict.
- (A) Opinion leaders. (B) Cognitive dissonance.
(C) Purchase decisions. (D) Complex buying behaviour.