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SN – 540

V Semester B.B.A. Examination, November/December 2017  
(CBCS) (F + R)  
(2016 – 17 & Onwards)  
**BUSINESS ADMINISTRATION**  
Paper – 5.5 : Elective Paper – I : Consumer Behaviour

Time : 3 Hours

Max. Marks : 70

*Instruction : Answer should be written in English only.*

SECTION – A

Answer any five of the following. Each sub-question carries 2 marks. (5×2=10)

1. a) What is consumer decision making ?
- b) What is consumer right ?
- c) Give the meaning of family life cycle.
- d) What do you mean by consumer motivation ?
- e) What is dynamic culture of business houses ?
- f) State any two types of consumer buying behaviour.
- g) Who is a consumer ?



SECTION – B

Answer any three of the following. Each question carries 6 marks. (3×6=18)

2. What is economic models of consumer behaviour ?
3. Discuss the requisites of sound marketing segmentation.
4. What are the advantages of consumer research ?
5. Discuss the state Consumer Protection Councils.
6. State the advantages of marketing strategies.

P.T.O.

# Consumer Behaviour Exam Paper

**Marco Casella**



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