

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2017
(Fourth Semester)

Branch - BUSINESS ADMINISTRATION (RM)

BUYER BEHAVIOUR

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10x2 = 20)

- 1 Distinguish between consumer and customer.
- 2 What is meant by substitution effect?
- 3 Define "Consumer Analysis".
- 4 What do you mean by consumer attitude?
- 5 What is subculture?
- 6 What is reference group?
- 7 What is price environment?
- 8 What is meant by promotion strategy?
- 9 What is channel strategy?
- 10 What is store exchange?

SECTION - B (25 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 5 = 25)

- 11 a Explain the importance of consumer behaviour.
OR
b Explain the economic model of consumer behaviour
- 12 a Explain the significance of consumer product knowledge.
OR
b Explain the functions of attitude.
- 13 a Explain the factors influencing classical conditioning learning.
OR
b Explain the role of members of family in decision making process.
- 14 a Write a note on product strategy.
OR
b Explain the impact of pricing strategy on consumer behaviour.
- 15 a Write a note on channel strategy.
OR
b What are the special problems of online marketing?

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Explain the stages in consumer decision making process.
- 17 Discuss the elements of consumer analysis.
- 18 Discuss the role of culture in consumer behaviour.
- 19 Explain the features and importance of promotion environment.
- 20 Discuss the issued of privacy and ethics in modem marketing.

Z-Z-Z

END