

**PSG COLLEGE OF ARTS & SCIENCE**  
(AUTONOMOUS)

**BBA DEGREE EXAMINATION DECEMBER 2017**

(S4\*#h Semester)  
fir'k.wtn

Branch - **BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)**

**BUYER BEHAVIOUR**

Time ; Three Hours

Maximum : 75 Marks

**SECTION-A (20 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** marks (10 x 2 = 20)

- 1 Define consumer behaviour.
- 2 What do you meant by 'Peer group'?
- 3 Define product life cycle.
- 4 What do you meant by consumer product knowledge?
- 5 Define sub-culture.
- 6 What is cross culture?
- 7 What is brand position?
- 8 Define cognition.
- 9 What is non-store consumer behaviour?
- 10 Define promotion strategy.

**SECTION - B (25 Marks)**

Answer **ALL** Questions

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

- 11 a Explain the need for consumer behaviour.  
OR  
b What are the key dimensions of consumer behaviour?
- 12 a What is product life cycle? Explain.  
OR  
b What is reference group? How its affects behaviour of a consumer -  
Explain.
- 13 a What is the role of family in buying decision making?  
OR  
b Explain the model of overt consumer behaviour.
- 14 a Explain the concept of product and promotion strategy.  
OR  
b What are the importance of product promotion?
- 15 a Explain the nature of store related consumer behaviour.  
OR  
b Explain the importance of post purchase behaviour study.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

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

- 16 Discuss the various theories of consumer behaviour models.
- 17 Discuss the various dimensions of consumer behaviour.
- 18 Explain the influence of life style of family on buyer behaviour.
- 19 Explain the application of consumer behaviour in marketing decisions.