

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2024
(Fourth Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

BUYER BEHAVIOUR

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Any individual buy goods for his end use is known as _____
a) Customer b) Consumer
c) Retailer d) Wholesaler
2. _____ is the action and decisions process or people who purchase goods and services for personal consumption".
a) Consumer behavior b) Consumer interest c) Consumer attitude d) Consumer interpretation
- 3 Primary reference groups particularly indicate _____
a) College students b) Office colleagues c) Family and close friends d) Sports groups
4. _____ is(are) a person's unique psychological characteristics that lead to relatively consistent and lasting responses to his or her own environment.
a) Psychographics b) Personality c) Demographics d) Lifestyle
5. Which of the following does not come under the factors of store?
a) Ambient b) Architecture c) Empathy d) Colour

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a) Brief out the nature of consumer behaviour.
(OR)
b) Show the importance of consumer behaviour.
7. a) Explain the elements of consumer analysis.
(OR)
b) State the need for consumer attention.
8. a) What is learning? State its uses in consumer behaviour.
(OR)
b) Give a detailed account of cross cultural influence on consumer behaviour.
9. a) How does product influence consumer behaviour?
(OR)
b) What is price strategy? Explain.
10. a) Brief out channel strategy.
(OR)
a) Bring out the meaning of borderless consumer market.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11. a) Elaborate the process of consumer decision making.
(OR)
b) Elucidate the different consumer behaviour models.
12. a) Sketch the framework of consumer behaviour analysis.
(OR)
b) Outline the influence of attitude and intention in consumer behaviour.
13. a) Design and explain the strategic model for influencing consumer behaviour.
(OR)
b) Explain how the reference group and family affect buying behaviour.
14. a) "Consumer behaviour is subject to environment". Do you agree? Substantiate your stand.
(OR)
b) Examine the issues in managing promotion strategies.
15. a) Enumerate and explain the store and non store related consumer behaviour.
(OR)
b) Summarize the issues of privacy and ethics.

Z-Z-Z- END