

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2022
(Fourth Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

BUYER BEHAVIOUR

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

1. The buying process starts when the buyer recognizes a _____
(i) Product or Service (ii) Shop or Market
(iii) Need or Problem (iv) Money or Status
2. ----- is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use.
(i) Consumer behavior (ii) Consumer interest
(iii) Consumer attitude (iv) Consumer perception
3. Which of the following is not one of the five stages of the buyer decision process?
(i) Need recognition (ii) Brand identification
(iii) Information search (iv) Purchase decision
4. _____ is one of the most basic influences on an individual's needs, wants, and behaviour.
(i) Brand (ii) Culture
(iii) Product (iv) Price
5. Which of the following is the most valuable piece of information for determining the social class of your best friend's parents?
(i) Number of years schooling that they had (ii) Ethnic backgrounds
(iii) Combined annual income (iv) Occupations
6. Many sub cultural barriers are decreasing because of mass communication, mass transit, and _____
(i) The rising unemployment situation
(ii) An influence of political power
(iii) The use of new technology
(iv) A decline in the influence of religious values.
7. How the consumer processes information to arrive at brand choices occurs during which stage of the buyer decision process?
(i) Need recognition (ii) Information search
(iii) Evaluation of alternatives (iv) Purchase decision
8. Product, price, promotion and distribution put together are called ____ of a company.
(i) Gender mix (ii) Promotional Mix
(iii) Price Mix (iv) Marketing mix

Cont...

9. Which of the following would be the best illustration of a subculture?
 (i) A religion (ii) A group of close friends
 (iii) Your university (iv) A fraternity or sorority
10. Marketing managers should adapt the marketing mix to _____ and constantly monitor value changes and differences in both domestic and global markets.
 (i) Sales strategies (ii) Marketing concepts
 (iii) Cultural values (iv) Brand images

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 7 = 35)

11. (a) What is the importance of buyer behaviour?
 (Or)
 (b) Explain the nature of consumer behaviour?
12. (a) What are the levels of consumer analysis?
 (Or)
 (b) Explain about the comprehension.
13. (a) What are the factors affecting culture?
 (Or)
 (b) Explain the forms of reference group.
14. (a) What are the factors affecting market segmentation?
 (Or)
 (b) How managing promotion strategies?
15. (a) Explain about the store exchanges.
 (Or)
 (b) What are the consumer strategies for electronics?

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Describe the steps in consumer decision making process.
- 17 Discuss the attitude in consumer behaviour.
- 18 Elaborate the role of culture in consumer behaviour.
- 19 Discuss the consumer behaviour and pricing strategy.
- 20 Describe the ethics related to buying behaviour.

Z-Z-Z

END