

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION MAY 2019
(Fourth Semester)

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 buyer behaviour.
- 2 What is consumer behaviour?
- 3 What is meant by attitude?
- 4 What is consumer analysis?
- 5 Define culture.
- 6 What do you mean by reference group?
- 7 What do you mean by Pricing?
- 8 What do you understand by promotion environment?
- 9 Define ethics.
- 10 What is channel strategy?

SECTION - B (25 Marks)

Answer **ALL** Questions

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

- 11 a State the nature of consumer behaviour.
OR
b Explain the factors which influence the consumer behaviour.
- 12 a Narrate the functions of attitude formation.
OR
b List out the elements of consumer analysis.
- 13 a What are the factors affecting reference group?
OR
b Explain the characteristics of culture.
- 14 a Write a note on the product affect and cognition.
OR
b State the components of price environment.
- 15 a Explain the stores related behaviour.
OR
b What are the Consumer strategies for electronics goods?

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

- 16 Briefly explain the models of consumer behaviour.
- 17 Describe the Conceptive framework for consumer analysis.
- 18 Discuss the consumer buying decision process.
- 19 Elaborate the concept of consumer behavior and pricing strategy.
- 20 Enumerate the applications of consumer responses to direct market approaches.