

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BBA(RM) DEGREE EXAMINATION MAY 2023  
(Fourth Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

**BUYER BEHAVIOUS**

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 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 If performance meets consumer expectations, the consumer is \_\_\_\_  
(i) Satisfied (ii) Dissatisfied  
(iii) Delighted (iv) Happy
- 3 First stage in the basic model of Consumer Decision Making is \_\_\_\_  
(i) Purchase (ii) Information Search  
(iii) Need (iv) Evaluation of alternatives
- 4 The final stage in the Consumer Decision Making model is \_\_\_\_  
(i) Pre-purchase (ii) Post-purchase  
(iii) Evaluation of alternatives (iv) Purchase
- 5 Parents buy toys or gifts for their children. This act is considered as \_\_\_\_ in the buying process.  
(i) Buyer (ii) Decider  
(iii) Maintainer (iv) All of the above

**SECTION - B (15 Marks)**

Answer ALL Questions.

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a State the nature of consumer behavior.  
OR  
b Explain the importance of consumer behavior.
- 7 a Narrate the elements of consumer analysis.  
OR  
b State the different levels of attention in consumer behaviors.
- 8 a Explain the meaning of cross cultural and sub culture.  
OR  
b Explain the customer perspective analysis of social class.
- 9 a Summarize the different types of product strategy.  
OR  
b State the importance of consumer behaviour any pricing strategy.
- 10 a State the issues of privacy and ethics.  
OR  
b Explain the ethics in business with example.

Cont...

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11 a Enumerate the importance of consumer behaviors.

OR

b Outline the model of consumer behavior.

12 a Discuss the various role of consumer knowledge.

OR

b Enumerate the key elements of product knowledge.

13 a Examine the strategic model for influencing consumer behavior.

OR

b Discuss different types of marketing strategies.

14 a Analyze the elements of promotion strategy.

OR

b Analyze the promotional tools used by an organization to communicate their products.

15 a Discuss the various types of privacy in ethics.

OR

b Justify the research and implication of consumer reposes to direct market.

Z-Z-Z END