

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 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. When goods and services are purchased for use in the production or assembling of products that are sold and supplied to others is known as _____
(i) Individual Buyer Behaviour (ii) Business Buyer Behaviour
(iii) Consumer Buyer Behaviour (iv) Secondary Buyer Behaviour
2. First stage in the basic model of Consumer Decision Making is _____
(i) Purchase (ii) Information Search
(iii) Need (iv) Evaluation of alternatives
3. In terms of consumer behaviour; culture, social class, and reference group influences have been related to purchase and _____
(i) Economic situations (ii) Situational influences
(iii) Consumption decisions (iv) Physiological influences
4. _____ is the single factor that best indicates social class.
(i) Time (ii) Money (iii) Occupation (iv) Fashion
5. _____ is the most basic cause of a person's wants and behaviors.
(i) Culture (ii) Social class (iii) Personality (iv) Lifestyle
6. When a firm buys a product or service for the first time, it is facing a _____
(i) Habitual re buy situation (ii) Straight re buy situation
(iii) Modified re buy situation (iv) New task situation
7. The most successful products are those which are
(i) Differentiated (ii) Solve consumer problems
(iii) Offering customer value position (iv) All the above
8. 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
9. Changes in consumer values have been recognized by many business firms that have expanded their emphasis on _____ products.
(i) Latest technology (ii) Timesaving, convenience-oriented
(iii) Health related (iv) Communication.
10. Different social classes tend to have different attitudinal configurations and _____ that influence the behaviour of individual members.
(i) Personalities (ii) Values (iii) Finances (iv) Decision makers

SECTION - B (35 Marks)

Answer ALL Questions

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

11. (a) What are the characteristics of buyer behaviour?

(Or)

- (b) Explain the scope of consumer behaviour.

Cont...

12. (a) What are the elements of consumer analysis?

(Or)

(b) Explain the functions of attitude formation.

13. (a) Explain the different types of sub culture.

(Or)

(b) What are the factors affecting reference group?

14. (a) Explain the product environment.

(Or)

(b) What are the bases of market segmentation?

15. (a) Explain the stores related behaviour.

(Or)

(b) Explain direct marketing approaches.

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

16. Explain the factors influencing consumer buying behaviour.

17. Describe the levels of consumer analysis.

18. Elaborate the role of family in consumer behaviour.

19. Discuss the consumer behaviour and pricing strategy.

20. Discuss the issues of buying behaviour.

Z-Z-Z

END