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| **Description: col LOGO outline****ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27** |
| **BBA/BBASF - V SEMESTER** |
| **END SEMESTER EXAMINATION: OCTOBER 2021****( Examination Conducted in Jan- March 2022)****BBA DEM 5619 : Consumer Behaviour** |
| **Time : 2 ½ hr** |  |  **Max Marks-70** |  |
|  |  | **( This paper contains \_\_\_2\_printed sheet with four parts )** |  |

**Section A**

DATE:11-03-22

Registration number:

1. **Answer any five of the following. 2x5=10**
2. Differentiate between a customer and consumer.
3. Mention any four factors influencing rural buying behaviour.
4. What is meant by brand personality?
5. What is cognitive dissonance?
6. Enlist any four importance of services marketing.
7. State any four ethical issues in consumer behaviour.

**Section B**

1. **Answer any three of the following: 5x3=15**
2. Enumerate the VALS psychological segmentation.
3. Discuss the Maslow’s hierarchy of needs theory.
4. Explain the impact of culture, sub-culture and cross culture on consumer behaviour with example.
5. Discuss in detail the Howard-sheth model of consumer behaviour with a diagra

**Section C**

1. **Answer any two of the following: 15x2 =30**
2. Briefly explain Murray’s system of needs in detail.
3. Explain the impact of social media on consumer buying behaviour. Also discuss the consumer decision making process.
4. What is consumerism? Highlight in detail rights of consumers and consumer protection act 2019.

 **Section D**

**14. Answer the following (Compulsory Question) 15x1=15**

A car manufacturing company is deciding to make flying cars in India. You are required to answer the following –

a) Explain the motivation of consumer in buying this car and your way to promote it. **(5 Marks)**

 b) Explain the factors influencing consumer buying this flying car in Indian market. **(5 Marks)**

c) Explain how the diffusion of the innovations will be facilitated by you?

 **(5 Marks)**