

(Please write your Exam Roll No.)

END TERM EXAMINATION

THIRD SEMESTER [BBA] DECEMBER-2025

Paper Code: BBA-209

Subject: Consumer Behaviour

Time: 3 Hours

Maximum Marks: 60

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Attempt **any four** of the following questions: (4x5=20)
- Define Consumer Behaviour and state its scope.
 - What is the Consumer Decision Journey? Mention its stages.
 - What are Decision Rules in consumer decision-making?
 - Define Motivation in consumer behaviour.
 - Explain the concept of Perception with one marketing example.
 - What is the role of Personality in shaping buying behaviour?
 - Define Diffusion of Innovation.
 - What is the "Dark Side of Consumer Behaviour"?
- Q2 "Post-purchase behaviour determines long-term success of a brand more than the initial purchase decision." Explain. (10)
- OR**
- Q3 Describe the role of Self-Concept and Lifestyle (VALS framework) in understanding and predicting consumer behaviour. (10)
- Q4 Explain individual determinants of consumer behaviour. Provide marketing examples. (10)
- OR**
- Q5 Explain how marketers are reshaping strategies, both offline and online, to appeal to the evolving Indian consumer mindset. (10)
- Q6 Explain Reference Groups and Opinion Leadership. How do social influencers shape online consumer behaviour? Provide suitable examples. (10)
- OR**
- Q7 "Social media influencers have become more impactful than traditional celebrities in affecting purchase decisions." Justify, (10)
- Q8 "Family remains the most influential factor in consumer decision-making in India." (10)
- OR**
- Q9 Discuss the Diffusion of Innovation theory and describe different adopter categories with examples from the Indian market. (10)

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