(Please write your Exam Roll No. *Exam Roll No.* 0132EE01724

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)**

a) Define Consumer Behaviour and state its scope.
b) What is the Consumer Decision Journey? Mention its stages.
c) What are Decision Rules in consumer decision-making?
d) Define Motivation in consumer behaviour.
e) Explain the concept of Perception with one marketing example.
f) What is the role of Personality in shaping buying behaviour?
g) Define Diffusion of Innovation.
h) 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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