

**BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL SERVICES) (BBARS)**

Term-End Examination

June, 2016

BRS-015 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

Note : *Attempt any five questions. All questions carry equal marks.*

1. What do you mean by consumer behaviour ? 20
Discuss its nature and scope.
2. Define consumer perception. How do you justify 20
the relevance of studying perception when they
may not accurately reflect reality ? Illustrate with
examples.
3. Define the term consumer motive. Critically 20
analyse the Maslow's hierarchy of needs theory.
4. Define consumer attitude. Discuss the role of 20
attitude in consumer decision making.
5. Distinguish between instrumental learning and 20
classical learning approach. Which of the two is
more complete and why ?

6. Define the concept of social class. Which type of social influence, informational or normative, has a greater impact on consumer behaviour ? Explain. 20
 7. Define culture. Compare the Indian Culture values with the American Culture or that of any other culture that you have read about. 20
 8. Discuss the Monadic Model of Consumer Behaviour in detail. 20
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