

Code : 302301

(2)

BBA 3rd Semester Exam., 2020

**MARKETING MANAGEMENT—2
(CONSUMER BEHAVIOUR)**

Time : 3 hours

Full Marks : 60

Instructions :

- (i) The marks are indicated in the right-hand margin.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. **1** and **2** are compulsory.

1. Answer the following questions (any six) :
2×6=12

- (a) What is meant by need?
- (b) What is meant by cognitive learning?
- (c) What is personality?
- (d) What is a reference group?
- (e) Define culture.
- (f) What is meant by consumer innovation?

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(Turn Over)

- (g) What is positive motivation?
- (h) Define social class.
- (i) What is relationship marketing?
- (j) What do you understand by the term 'value'?

2. Answer any three of the following : 4×3=12

- (a) What is opinion leadership?
- (b) What are situational influences?
- (c) Explain the sources influencing attitude formation.
- (d) Explain consumer motivation.
- (e) Discuss the relationship between culture and consumer behavior.

3. Define consumer behavior. Which individual factors affect consumer behavior? Explain in detail. 12

4. Explain personality in relation to consumer behavior. Write down important theories of personality. 12

5. What does consumer attitude mean? Explain tricomponent attitude model. 12

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(Continued)

6. What are social class and status? How can marketer use them to market a new product in a new market? 12
7. Define learning. What is stimulus generalization under the classical theory of learning? 12

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