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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION: DECEMBER - 2024
SEMESTER - III
Sub.: Consumer Behaviour (BBA22-314)

Time: 2.00 pm to 4.30pm

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

(05)

Q. 1. Choose the most appropriate option.

- Any individual who purchases goods and services from the market for his/her end-use is called a _____.
 - Consumer
 - Supplier
 - Wholesaler
 - Retailer
- _____ is not a Socio-cultural factor influencing consumer decision making process.
 - Family
 - Social Class
 - Opinion Leaders
 - Personality
- _____ is the process of selecting, organizing and interpreting information inputs to produce meaning.
 - Perception
 - Motivation
 - Perfection
 - Possession
- Person's own living or interacting and acting pattern is classified as _____.
 - Social Class
 - Lifestyle
 - Pattern
 - None of the options
- _____ is NOT a cultural factor that affects consumer behavior .
 - Demographics
 - Exchange Rates
 - Language
 - Values

Q. 2. State True / False

(05)

- If the performance of a product matches customer expectations, the customer is said to be dissatisfied.
a) True b) False
- Motivation is an internal state that drives us to satisfy needs.
a) True b) False
- Organizational buyers prefer to buy products and services from the retailers .
a) True b) False
- Cultural norms are certain set rules and beliefs regarding what is important and how people should live in a community.
a) True b) False
- Brand loyal consumers keep on changing their preferences frequently.
a) True b) False

Q. 3. Write Short notes on (Any Three)

(15)

1. Income as a factor for consumer segmentation
2. Consumer Delight
3. Subculture
4. Loyalty of Customer
5. Attitude

Q. 4. Answer in detail (Any Two)

(20)

1. Distinguish between Customer and Consumer:
2. Explain the steps involved in the consumer decision-making process.
3. Discuss the importance of social media in shaping consumer behavior and buying decisions.
4. Explain role of Perception in consumer decision making

Q. 5. Case study

(15)

Habitual buying is the that kind of buying behavior of customer where they don't think much before buying the product and involvement in the decision making is very low. The product is perceived as commodity and doesn't provide much difference from its rivals. Customer under habitual buying behavior goes for the products which they are buying regularly and where they don't give thoughts before buying it.
Importance of Habitual Buying

Habitual buying consumer buying behaviour may also be due to fact that customer finds the product best fit for his use and keeps on buying it without looking for alternative. And it doesn't mean that there is less number of choices in front of customer and he has to choose it anyhow. The customer repeatedly chooses the product without giving much thought as the product does not have much difference with others. Repeated purchase is known as habit buying. And the products they purchase are also cheap and there is no hazard in buying it.

Companies put in a lot of effort in ensuring that habitual buying behaviour of a customer is created. This habit formation is done using continuous efforts in delivering customer needs, improving relations and thereby enhancing customer loyalty.

Questions :

1. What are the characteristics of Habitual Buyer ?
2. What type of products are generally purchased by Habitual Buyer ?
3. What advantage company receives from Habitual Buyers?
