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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION: MAY - 2025
SEMESTER - IV

Sub.: Consumer Behaviour (BBA23-414-MKTG)

Date : 23/05/2025

Total Marks : 60

Time: 2.00 pm To 4.30 pm

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

Q. 1. Choose the most appropriate option. (05)

1. Consumer behavior includes the study of:
 - a) Product manufacturing
 - b) How consumers choose products
 - c) None of the above
 - d) How companies distribute products
2. Attention in consumer behavior is:
 - a)) Ignoring all advertisement
 - b)) The ability to focus on marketing messages
 - c) Only concerned with TV ads
 - d) None of the above
3. Problem recognition occurs when:
 - a) A consumer sees a product advertisement
 - b) The consumer compares different products
 - c) There is a difference between the current and desired state
 - d) The product is on sale
4. Social influences include:
 - a)) Reference groups
 - b)) Family
 - c) Peer pressure
 - d) All of the above
5. Consumer research helps businesses:
 - a) Understand consumer preferences
 - b)) Create effective marketing strategies
 - c) Improve product offerings
 - d) All of the above

Q. 2. State True / False (05)

1. Consumer behavior does not consider psychological factors
 - a) True
 - b) False
2. Family has no effect on consumer behavior.
 - a) True
 - b) False
3. Promoting sustainability means encouraging wasteful consumption.
 - a) True
 - b) False
4. Social influence is not important in consumer behavior
 - a) True
 - b) False
5. Market segmentation is about offering the same product to all consumers.
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Scope of Consumer Behavior
2. Reference Groups and Opinion Leaders
3. Ethical Issues in Marketing
4. Impact of Perception on Buying Decisions
5. Need Identification

Q. 4. Answer in detail (Any Two) (20)

1. What happens during the information search stage?
2. Explain how perception and attention influence consumer behavior.
3. Discuss the role of social class and culture in consumer behavior.
4. Describe the methods used in consumer research.

Q. 5. Case study (15)

Sarah buys a bottle of orange juice from her local supermarket. The label on the juice says, "100% Fresh Orange Juice," but when she reads the ingredients list, she notices that it also contains added sugars and preservatives. Sarah feels confused because the label didn't mention these extra ingredients.

She returns to the store to inquire about the label, and the store manager explains that while the juice contains mostly orange juice, the added ingredients help preserve the freshness longer. Sarah still feels misled, as the label did not clearly mention that it was not "pure" orange juice.

Sarah wonders if other consumers might also be buying the juice without realizing what's inside. She thinks the company could be more transparent about their ingredients.

Questions:

1. Is it ethical for the juice company to label the product as "100% Fresh Orange Juice" if it contains other ingredients?
 2. What should the company do to ensure that their product labeling is accurate?
 3. How might Sarah's experience affect her trust in the company's products?
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