

Faculty of Business Management**BBA III-Year, CBCS-VI Semester Regular Examinations –June/July, 2022****PAPER: Buyer Behavior (M1)**

Time: 3 Hours

Max Marks: 80

Section-AI. Answer any *five* of the following (5x4=20 Marks)

1. Explain the buying process according to a consumer.
2. What are the benefits of promotion of a product?
3. How does social class affect the buying behavior of an individual?
4. What are the sources of information available for a buyer?
5. Define consumerism.
6. Define marketing.
7. What are the rights available to a buyer?
8. List the models of buyer behavior.

Section-B

II. Answer the following questions (5x12=60 Marks)

9. (a) Explain the factors affecting buying behavior.

(OR)

(b) Define motivation and explain its theories.

- 10.(a) Explain the important aspects of information processing theory.

(OR)

(b) Explain the role of information technology in buying behavior process.

- 11.(a) Define culture and explain its elements.

(OR)

(b) Explain about family life cycle and its role in buying process.

- 12.(a) Explain the buying behavior process with examples.

(OR)

(b) What is buyer decision making process and brief the steps involved in it.

- 13.(a) Explain the generic model of buyer behavior.

(OR)

(b) Discuss about the Engels consumer theory.

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Section-AI. Answer any *five* of the following questions (5x4=20 Marks)

1. Explain the buyer behavior patterns
2. Law of conditioning.
3. What is cross cultural marketing
4. What are the steps in Buyer decision process.
5. To whom does the consumer protection laws apply to?
6. Big 5 personality traits
7. Biases In Decision Making
8. What is the Engel Curve?

Section-B

II. Answer the following questions (5x12=60 Marks)

9. (a) "The buyer behavior model is a structured step-by-step process. Under the influence of marketing stimuli" Explain elaborately about the concept.
(OR)
(b) What do you understand about consumer behavior?
10. (a) What is Information Processing Theory? Explain its Stages & Limitations
(OR)
(b) What are the tools of Market promotion? Explain in detail with example
11. (a) What are the socio cultural factors influencing Indian markets?
(OR)
(b) Explain in detail about the Social Media Impact on Consumer Behavior
12. (a) Definition and examples of the consumer decision-making process
(OR)
(b) Explain in detail about product disposal and its options
13. (a) Explain the Model of consumer buying behavior
(OR)
(b) Consumerism & Consumer Behavior in the contemporary environment
