

B.V. Patel Institute of Business Management, Computer & Information Technology
Uka Tarsadia University
1st Internal Examination, BBA 5th Semester
030030516: Consumer Behaviour

Marks: 50

Time: 2 hrs.

Date: 28/08/2017

Q-1 Answer the following. (Any Five)

[10]

1. Explain the term-consumer dogmatism.
2. What is virtual personalities or self?
3. What is qualitative and quantitative research?
4. What is selective perception?
5. Give example of semantic differential scale.
6. Define just noticeable difference with example.

Q-2 Answer the following. (Any Two)

[20]

1. Discuss interrelationships among customer expectations and satisfaction, perceived value, and customer retention. Why customer retention is essential?
2. Why is observation becoming a more important component of consumer research? Describe two new technologies that can be used to observe consumption behaviour.
3. Apply the five criteria for effective targeting to marketing a product of your choice to college students.

Q-3 Answer the following in detail. (Any Two)

[20]

1. Discuss consumer decision-making model in detail.
2. Consumers have both innate and acquire needs. Give example of each kind of need and how its influence to consumer's purchase decision?
3. Explain personality trait theory with example.