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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION : DECEMBER - 2023
SEMESTER - VI
Sub. : Consumer Behaviour (BBA15-M-613)

Date : 22/12/2023

Total Marks : 60

Time: 10.00 am To 12.30 pm

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

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

- _____ is the process by which people select, organize, and interpret information to form a meaningful picture of the world.
1. a) Readiness
b) Selectivity
c) Perception
d) Motivation
 2. Which of the following is NOT one of the five stages of the buyer decision process?
a) need recognition
b) brand identification
c) information search
d) purchase decision
 3. How the consumer processes information to arrive at brand choices occurs during which stage of the buyer decision process?
a) need recognition
b) information search
c) purchase decision
d) evaluation of alternatives
 4. All of the following are part of the adoption process that consumers may go through when considering an innovation except _____
a) Process
b) Awareness
c) Interest
d) Trial
 5. Family is one of the _____ factors that influence consumer behavior.
a) Culture
b) Social
c) Personal
d) Psychological

Q. 2. State True / False (05)

1. Consumer behaviour is the study of microeconomics.
a) True
b) False
2. The capability of any commodity to satisfy human wants is known as taste.
a) True
b) False
3. The ability to satisfy the human wants in a good or service is called its utility.
a) True
b) False
4. Just Noticeable Difference is also called as Subliminal perception.
a) True
b) False
5. Values is a concept that describes the beliefs of an individual or culture.
a) True
b) False

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

1. What do you mean by consumer behaviour? Discuss the scope of consumer behaviour studies.
2. Define consumer perception. Explain the characteristics affecting consumer perception.
3. Write a note on factors affecting organizational buying behaviour.
4. Enlist and explain rights of a consumer.
5. What do you understand by the term consumer satisfaction? How consumer satisfaction can be enhanced?

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

1. Write a detailed note on consumer decision making process.
2. What are the salient features of Consumer Protection Act 1986?
3. Explain Howard-Sheth model and Nicosia model of consumer decision making.

Q. 5. Case study (Any One) (15)

1. Pasteurized Milk Ultra High Temperature (UHT) treated pasteurized milk is being sold in tetra packs and these packs have a self life of three months without refrigeration. The tetra Brick Aseptic (TBA) with 4.5 tab content costs around ` 20-24 per litre. Tetra Find Aseptic (TFA) packs which could preserve milk for 45 days cost about 40% lower than TBA packs. Vijaya uses TFA and the price per litre is ` 19 inspite of the advantage of these kinds of tetra packs, consumer in India have been used to boil milk for generation and may not appreciate the fact that 23 pasteurized milk need not be boiled (even the pouches which are pasteurized milk and refrigerated). Secondly, there is also the taste factor associated with boiling. Tetra packed milk was introduced as early as 1980 by the manufacturers of Amul (GCMMF) but the product didn't catch up. But changing life styles and poor costs (required for refrigeration) may encourage consumer to try this product under the present day context. Tetra pack India is attempting to create awareness about the benefits of tetra pack milk. The Annual production of milk around 72 billion litres per annum and out of this only about 12 % is packaged.

Questions

1. How would you use consumer behavior principles to formulate a communication plan for tetra packed milk?
2. Suggest a suitable strategy for marketing the product.
- 3) Suggest a suitable title for the above case.