

Bachelor of Business Administration
Sixth Semester Main Examination, June-2021
Consumer Behavior [BBA-606M]

Time: 3:00 Hrs

Max Marks 80

Note : Attempt any five questions.
All questions carry equal marks.

- Q.1 What is Consumer Behavior. Explain various which effect consumer behavior.
- Q.2 What do you understand by End Chain Model?
- Q.3 How does perception influence consumer decision making process?
- Q.4 Write a detailed note on:
i. Positive and Negative Motivation
ii. Learning Model
- Q.5 Explain important of Cross-Cultural analysis? Explain the problems marketers face during cross-cultural analysis.
- Q.6 What is the relationship between Social Class Life Style and Buying Behavior?
- Q.7 How can effective market segmentation lead to understanding consumer behavior?

Consumer Behavior Question Paper

Lei Huang



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