

Sc

[2 & A-6]

No. of printed page: 1

SARDAR PATEL UNIVERSITY
B.B.A. (ITM) (HONOURS) - Examination
Saturday, 25th November 2017
10.00 am – 1.00 pm
UM07EBBI02 - Consumer Behaviors

Total Marks : 60

(Note : Figures to the right indicate marks.)

Q.1 Discuss in detail various factors influencing Consumer Behaviors. (15)

OR

Q.1 [A] Explain the need for understanding Consumer Behaviors. (07)

[B] Discuss in brief consumer decision process. (08)

Q.2 Define Market Segmentation. Describe various bases of market segmentation. (15)

OR

Q.2 Write note on : (15)

(i) Consumer Research Process

(ii) Criteria for effective Market Segmentation.

Q.3 Explain the concept of motivation and Maslow's Theory of Motivation in detail. (15)

OR

Q.3 Write note on : (15)

(i) Elements of Perception.

(ii) Freudian Theory of Personality.

Q.4 Discuss in detail Behavioral & Cognitive learning theory. (15)

OR

Q.4 Explain various characteristics and functions of attitude in brief. (15)
