



JK LakshmiPat University, Jaipur
Institute of Management
END TERM EXAMINATION, 2017

BBA, Sem-V
MM: 50 Marks

Course: Understanding Consumer Behaviour
Time: 3 Hours
Subject code: BBA505

Instructions: Attempt any three questions from Section A. Section B is compulsory.

Section A

1. 'Culture determines the way we consume products, services, and ideas'. Explain with examples. (10 Marks)
2. 'Decisions are made in the mind of the consumers and not across counters'. Elaborate the customer decision-making process in the light of this statement. (10 Marks)
3. (a) Distinguish between a membership and aspirational reference group and give an example of each kind. (5 Marks)
(b) Why is word-of-mouth more powerful than advertising? (5 Marks)
4. Think of some important characteristics of a product with a well-known brand name. Based on these attributes, generate a list of possible brand extension or licensing opportunities, as well as some others that would most likely be accepted by consumers. (10 Marks)
5. What is consumer motivation? Why is it important in the study of consumer behavior? (10 Marks)

SECTION B

6. (a) Select your favorite brand. Then write the answers to the following questions about the brand:

Questions:

1. If the brand was a car, what kind of car would it be? Think of the year, make, model, and color when selecting the brand.
2. If the brand was a famous celebrity, who would it be and why?
3. If the brand was an animal, what kind of animal would it be, and why?
4. If the brand had a spokesperson, who would it be and why?
5. If the brand was a person, who would it be and why?
6. List some adjectives that describe the brand.
7. Select some personality traits for the brand

(14 Marks)

- (b) Analyze your own personality and see whether the brands, which you possess, matches your personality and in what ways.

(6 Marks)