

Seat No.: _____

[A-3]

No. of Printed Pages: 01

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar
Fourth Year B.B.A (ITM) (SEM – VII)
Friday, 2nd December 2016
Time: 10.00AM to 12:00 PM
CONSUMER BEHAVIOUR - I
Subject Code:

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Figures to the right indicates marks

Total Marks: 60

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- Q -1 Explicate the factors influencing Consumer Behavior. (15)
OR
- Q-1 (A) Explain Marketing as a concept. (08)
(B) Write a note on Need for Understanding Consumer Behavior. (07)
- Q-2 Explain the Consumer Research Process. (15)
OR
- Q-2 Define Market Segmentation and discuss the bases of Market Segmentation. (15)
- Q-3 Discuss concept of motivation. Write in detail on theories of motivation. (15)
OR
- Q-3 (A) Define perception. Discuss elements perception with appropriate examples. (08)
(B) Define personality. Discuss any two theories of personality. (07)
- Q-4 Explicate the Concept and Elements of Consumer Learning. (15)
OR
- Q-4 Write a note on: Attitude Formation Model (Tri-Component Attitude Model) (15)

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