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Roll No.....

BBAMM-305
BBA- IIIrd year
Examination – May 2021
Consume Behavior
Time: Three Hours

Maximum Marks : 40

Note :- Attempt any five questions. (each question carries equal marks)

- Q.1 Elaborate in detail the Consumer decision making process ?
- Q.2 Explain how personality and attitude affect consumer buying behavior ?
- Q. 3 What is Consumer Decision Making Process?
- Q. 4 Explain the Decision Rules?
- Q. 5 Explain the Reference group influence?
- Q.6. What is the adoption Process?
- Q.7. Explain how personality and attitude affect consumer buying behavior?
- Q.8. Explain the Concept of opinion Leadership?
