

**Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education**

Name of the Assignment Setter:		Mr.Yashwant Kumar			
Course:	BBA (CBCS)	Class:	BBA	Semester:	V Semester
Subject:	Consumer Behaviour				
Q.1)	Attempt ANY ONE of the Following (1000 Words)				(10)
a)	Who is considered a global consumer? What are the cultural and environmental dynamics of global consumer?				
b)	What is meant by “learning” with reference to consumer buying behaviour? Explain the component of learning process.				
Q.2)	Attempt ANY TWO of the Following (800 Words)				(12)
a)	What do you understand by Perception? How perception is a significant element in the study of consumer behaviour. Explain with suitable example.				
b)	Discuss the factors influencing consumer behaviour in context to the product FMCG.				
c)	Explain the role of marketers and senior management in the diffusion process.				
d)	Describe the Howard Sheth’s model of consumer buying behaviour.				
Q.3)	Write Short Notes on (ANY TWO)				(08)
a)	Consumerism				
b)	Consumer Delight and surprise				
c)	Consumer Psychology				
d)	After Sales Services				
