



RAN-2108000406030002

T.Y.B.B.A. (Sem. 6) Examination October - 2025

Consumer Behaviour

સૂચના : / Instructions

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fill up strictly the above details on your answer book

Seat No.:

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Student's Signature

Q-1. Explain following in detail (Any Seven)

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- Which of the following is NOT a view of consumer decision-making?
A) Economic Man B) Cognitive Man
C) Emotional Man D) Social Man
- What do you mean by Operant Conditioning?
- In the context of social stratification, what is meant by “class consciousness”?
- What do you mean by motivation with respect to element of learning process?
- Give any two examples of how age is affecting buying behavior of an individual.
- What do you mean by Unconditional Stimuli with respect to principles of classical learning theory?
- Which of the following is not a part of Tri-Component model of Attitude?
A) Cognitive Component B) Affective Component
C) Behavioral Component D) Consumer Component
- What do you mean by Vicarious learning?
- Which of the following is not a Part of Consumer Profile in Diffusion of Innovation?
A) Innovator B) Early Adopter
C) Late majority D) Informative Consumer
- What do you mean by Early majority with respect to consumer profile for diffusion of Innovation?

Q-2. a) Explain Sheth Family Model in detail.

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- b) Explain any two elements of learning in detail

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OR

Q-2. a) Explain Importance of Consumer behavior in detail

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- b) Explain Cognitive Dissonance theory of learning in detail

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Q-3. a) Explain Characteristics of Attitude in detail

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- b) Explain Nature of Social Class in detail. (Any Five Points)

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OR

Q-3. a) Explain any one Multi-Attribute Model of Attitude in detail

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- b) Explain Traditional V/S Changing Indian Culture in detail

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Q-4. a) Explain Diffusion Process in detail

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- b) Explain elements of learning process in detail

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OR

- Q.4.** a) Explain Adoption Process in detail
b) Explain Tri-Component model of Attitude in detail.

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- Q-5. Explain Following in detail (Any Two)**

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- a) Types of Sub-Culture
b) Nicosia Model
c) Types of Adoption with examples
d) Negative aspects of Changing Indian Culture
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