



WEST BENGAL STATE UNIVERSITY
BBA Honours 5th Semester Examination, 2020, held in 2021

BBAADSE03T-BBA (DSE1/2)

CONSUMER BEHAVIOUR AND CUSTOMER RELATIONSHIP MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **five** questions from the following: 2×5 = 10
- (a) What is Consumer Behaviour?
 - (b) Define Personality.
 - (c) What do you mean by Consumer Perception?
 - (d) Give the idea of cognitive learning.
 - (e) Define Reference Group.
 - (f) What is meant by Social Class?
 - (g) Define Customer Relationship Survey.
 - (h) What is Consumer Research?
 - (i) Define Group Dynamics.
 - (j) Give an idea of corporate culture.
 - (k) Define retention dynamics.
 - (l) What is External Partnership?
 - (m) Define Technological Revolution.
 - (n) Elaborate the idea of Customer Lifetime Value.
 - (o) Define Relationship Drivers.
2. Answer any **four** questions from the following: 5×4 = 20
- (a) Discuss the importance of Consumer Behaviour in marketing decisions.
 - (b) Mention the findings of McClelland's APA Theory.
 - (c) Discuss the importance of personality.
 - (d) Explain the characteristics of Consumer Behaviour.
 - (e) Discuss the Consumer Socialization Process.
 - (f) Explain role of Consumer within a family.

- (g) Mention the Determinants of Social Class.
- (h) How customer profitability is determined?
- (i) Write short notes on Relationship Development Strategies.
- (j) Mention briefly about changing Corporate Cultures.
- (k) Discuss the scope of consumer behaviour.
- (l) Explain the role of consumer research.

3. Answer any *two* questions from the following: 10×2 = 20
- (a) Discuss the Maslow's Hierarchy of Needs Theory of Motivation. 10
 - (b) Describe the importance of learning on consumer behaviour. 10
 - (c) Explain the Classical Conditioning Theory of learning. 10
 - (d) Elaborate the influence of Reference Group on products and Brands. 10
 - (e) Explain CRM in service industries of India. 10
 - (f) What do you mean by building customer relationship? Discuss the strategies of relationship development. 3+7

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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