WEST BENGAL STATE UNIVERSITY
BBA Honours 5th Semester Examination, 2021-22

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.

GROUP-A

1. Answer any *five* questions from the following: 2×5 = 10

    (a) Define Consumer Behaviour.

    (b) Define motivation.

    (c) What do you mean by Customer Relationship Management?

    (d) What is the importance of Personality?

    (e) What is Family Life Cycle?

    (f) What is retention dynamics?

    (g) What is self image?

    (h) Mention two characteristics of motivation.

    (i) What is Consumer needs?

    (j) What is Customer loyalty?

    (k) What do you mean by Consumer perception?

    (l) What do you mean by psychogenic needs?

    (m) Mention two characteristics of a Social class.

    (n) What is Consumer Research?

    (o) What is Cognitive learning?

GROUP-B

2. Answer any *four* questions from the following: 5×4 = 20

    (a) Discuss the role of Consumer research.

    (b) Explain the Maslow's hierarchy of needs with diagram and examples.

    (c) What do you mean by Customer Relationship Marketing (CRM)?

(d) State the importance of Consumer behaviour.

(e) Write a short note on Classical Conditioning vs Instrumental conditioning.

(f) Explain the purchase influence and roles of children within a family life cycle.

(g) Briefly explain customer lifetime value.

(h) What are the major goals of a successful relationship marketing programme?

(i) Write down the consumer socialization process.

(j) Describe the redesigning strategies for defection to maintain the relationship with customers.

(k) Write a short note on 'Consumer –Firm Relationship'.

(l) Write a short note on 'Bayton's classification of motives'.

GROUP-C

3. Answer any ***two*** questions from the following: 10×2 = 20

(a) Elaborately explain the relationship development strategies in relationship marketing. 10

(b) What is Personality? Explain Freudian personality theory. 2+8

(c) What do you mean by absolute threshold limit? Describe some differential threshold limit. 2+8

(d) Explain the customer-firm relationship and customer satisfaction. 10

(e) Describe the different Customer relationship strategies. How to target right customers to build up a good relationship? 5+5

(f) Explain the technological revolution in relationship management. 10

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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