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## Third Semester MBA Degree Examination, June/July 2025

## Consumer Behaviour

Time: 3 hrs.

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.  
 2. Question No. 8 is compulsory.  
 3. M : Marks , L: Bloom's level , C: Course outcomes.

			M	L	C
Q.1	a.	Define "Consumer Behaviour" in the context of marketing.	3	L1	CO1
	b.	Explore the dynamics of perception in consumer behavior. Analyze three factors that can shape perception and provide examples to illustrate each factor.	7	L2	CO2
	c.	Discuss the stages involved in consumer buying decision process. Illustrate each stage with a practical example, highlighting the factors that influence consumer choices at each step.	10	L3	CO1 CO2
Q.2	a.	Define "Online decision making"? What are the stages process of online decision?	3	L1	CO1 CO2
	b.	Discuss the key factors affecting consumer behavior. How these factors impact purchasing decisions? Provide example to illustrate each characteristics.	7	L2	CO1 CO2
	c.	Briefly explain how consumers needs and preferences may change at different stages of the family life cycle.	10	L3	CO1 CO2 CO3
Q.3	a.	What is "Self Image", how a positive self-image can influence consumer choices? Provide an example.	3	L1	CO1 CO2
	b.	Examine the rights of consumers in a market place. Enumerate and elaborate on five specific rights that contribute to contribute to consumer protection.	7	L2	CO1 CO2
	c.	Discuss the motivation process in consumer behavior. Provide practical examples to illustrate each theory.	10	L3	CO1 CO2
Q.4	a.	Why is it important for business to identify and understand their target audience in marketing?	3	L1	CO3
	b.	Define diffusion process and outline the key stages involved in the spread of innovation.	7	L1	CO1 CO2



	c.	Examine the four views of consumer decision process. Substantiate with real-world examples to support your discussion.	10	L2 L3	CO1 CO2
Q.5	a.	Provide an example of how understanding cross-cultural differences is essential for a global marketing success.	3	L2 L3	CO1 CO2
	b.	Examine the tricomponent model of attitude in detail. Provide examples for each component and discuss how they interact to influence behavior and decision making.	7	L2 L3	CO1 CO2
	c.	Critically evaluate the adoption process and its implications for marketing strategies. Support your analysis with relevant examples.	10	L2 L3	CO1 CO3
Q.6	a.	What is the role of opinion leadership in shaping consumer behavior? Provide an example illustrating the influence of opinion leaders on purchase decisions.	3	L1	CO1 CO2 CO3
	b.	List and briefly define the five social class categories commonly identified in India. Provide a concise explanation of how social class can impact consumer behavior.	7	L2 L3	CO1 CO2
	c.	Define the term "learning" and identify three key elements that contribute to the process of learning.	10	L2 L3	CO1 CO2
Q.7	a.	What is personality in the context of consumer behavior? What is its role in shaping individual preferences and purchasing decisions.	3	L1 L2	CO1 CO2 CO3
	b.	Examine the impact of reference groups on consumer behavior, providing a comprehensive analysis of different types of reference groups and their influence. Support your answer with relevant examples.	7	L2 L3	CO1 CO2
	c.	Discuss input process output model in the context of consumer behavior. Provide a brief example illustrating each component of the model.	10	L2 L3	CO1 CO2 CO3
Q.8		<p>Case Study :</p> <p>Rahul, a tech enthusiast, decided it was time to upgrade his smartphone to keep up with the demands of college life and social connectivity. As he moved through the vast array of opinions available, his decision-making process was significantly influenced by his reference group.</p> <p>Rahul's family, particularly his older sister who was well-versed in technology trends, had a significant impact on his preferences. His positive experience with a particular brand and model influenced Rahul's initial consideration. The familial reference group played a key role in shaping his baseline expectations.</p>			



	<p>Rahul's friends formed a crucial reference group that influenced his choice. Peer discussions on the latest features, brand reputation, and user experiences guided Rahul's perceptions. The desire to align with his peer group's preferences and to share similar technology added a social element to his decision-making.</p> <p>Engaging in online forums and communities dedicated to smartphone enthusiasts further shaped Rahul's opinions. Real-user reviews, discussions on various features and comparisons between models become vital in his decision making process. The virtual reference group provided additional insights and perspectives. Brand ambassadors and influencers on social media platforms played a significant role in shaping Rahul's preferences. Endorsements by popular figures, coupled with engaging online content, heightened the desirability of certain brands and models. The virtual reference group extended beyond personal contacts to include influential figures in tech space. Rahul saw his choice of smartphone as a reflection of his social identity within his family and peer group. The perception of a brand or model being recognized and admired by his reference groups added to the appeal of owning a particular smartphone. Word-of-Mouth recommendations from family and friends significantly influenced Rahuls perceptions. Online communities Rahul engaged served as opinion leaders, guiding his perceptions and preferences. Recommendations and reviews from fellow enthusiasts in these communities carried weight and influenced Rahul's ultimate decision.</p> <p>Questions :</p>			
a.	How did Rahul's family serve as a reference group in his smart phone decision making process?	5	L1 L2	CO1 CO2
b.	Explore the role of peer influence in Rahul's decision to purchase a smart phone.	5	L2 L3	CO1 CO2 CO3
c.	Analyze the impact of online communities on Rahul's decision making.	5	L3	CO1 CO2 CO3
d.	Discuss the implications of brand ambassadors and influences on Rahul's decision.	5	L3	CO3

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