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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: III - THEORY EXAMINATION (2024 - 2025)

Subject: Consumer Behaviour

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

1-a. _____ is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. (CO1,K2)

1

- (a) Consumer behavior
- (b) Sales Behavior
- (c) Marketing Behavior
- (d) None of these

1-b. _____ marketing can connect distant customers. (CO1,K2)

1

- (a) Indirect
- (b) Direct
- (c) Tele
- (d) None of these

1-c. Specific behavior will occur in the future as a result of _____. (CO2,K2)

1

- (a) Sensation
- (b) Stimuli
- (c) Perception
- (d) None of these

1-d. _____ is called as relatively homogeneous divisions within a society that contain people with similar values, needs, lifestyles, and behavior. (CO2,K1)

1

- (a) Culture
 - (b) Subculture
 - (c) Lifestyle
 - (d) Social Class
- 1-e. According to the Howard-Sheth Model, which of the following is not one of the major sets of variables..... (CO3,K1) 1
- (a) Inputs
 - (b) Outputs
 - (c) Feedback mechanisms
 - (d) Exogenous variables
- 1-f. The term "locus of control" in attribution theory refer to..... (CO3,K2) 1
- (a) The permanence of a cause
 - (b) The origin of a cause being internal or external
 - (c) The controllability of a cause
 - (d) None of above
- 1-g. stage of the consumer adoption process involves customers actively seeking information about the product. (CO4,K1) 1
- (a) Product Awareness
 - (b) Product Interest
 - (c) Product Evaluation
 - (d) Product Trial
- 1-h. Post-purchase behavior is largely influenced by (CO4,K2) 1
- (a) Pre-purchase advertising
 - (b) Cognitive dissonance
 - (c) The number of alternatives considered
 - (d) The length of the purchase process
- 1-i. Consumer behavior primarily concerned with..... (CO5,K2) 1
- (a) Selling techniques
 - (b) Consumer complaints
 - (c) How consumers search for, purchase, use, and dispose of products and services
 - (d) Employee behavior
- 1-j. The primary focus of attribution theory is..... (CO5,K2) 1
- (a) Understanding consumer preferences
 - (b) Explaining causes of events and behaviors
 - (c) Improving product design
 - (d) Pricing strategies

2. Attempt all parts:-

- 2.a. Describe recreational shopping with proper example. (CO1,K2) 2

2.b.	Describe positive word of mouth. (CO2,K2)	2
2.c.	Explain the various factors one should consider while comparing two brands. (CO3,K4)	2
2.d.	Define "Interpersonal Attribution". (CO4,K2)	2
2.e.	Describe "Online Buying Behaviour". (CO5,K2)	2

SECTION-B

30

3. Answer any five of the following:-

3-a.	Write a comprehensive note on consumer need and motives. (CO1,K2)	6
3-b.	Discuss the process of Diffusion of Innovation in detail. (CO1,K2)	6
3-c.	Explain the role of personal influences in purchase decision. (CO2,K4)	6
3-d.	"Consumer behaviour as a field of study examines external influences on consumption decisions". Discuss. (CO2,K4)	6
3.e.	Highlight on various demographic factors affecting consumer behaviour with e.g. (CO3,K2)	6
3.f.	Discuss any 10 examples of diffusion of innovation. (CO4,K6)	6
3.g.	Suggest at least 10 live examples of Brand positioning. (CO5,K6)	6

SECTION-C

50

4. Answer any one of the following:-

4-a.	Explain the importance of understanding consumer behavior with the help of suitable examples. (CO1,K2)	10
4-b.	Explain various cultural factors that can effect the consumer behaviour with proper e.g. (CO1,K2)	10

5. Answer any one of the following:-

5-a.	Discuss the perceptual process in detail. Also analyze its applications in Consumer Behaviour. (CO2,K4)	10
5-b.	"Learning stimulates the consumer buying process and purchase decisions" Analyse the above statement by giving suitable e.g. (CO2,K4)	10

6. Answer any one of the following:-

6-a.	"Consumer decision making process is not simple as it seems to be" Justify the statement by explaining the process with proper e.g. (CO3,K2)	10
6-b.	Explain Black Box Model with proper e.g. and diagram. (CO3,K2)	10

7. Answer any one of the following:-

7-a.	Explain the Three dimensional model of consumer decision making with e.g. (CO4,K1)	10
7-b.	"Personal factors such as age, income, lifestyle, and personality influence a consumer's decision to adopt a new product or technology" Discuss. (CO4,K4)	10

8. Answer any one of the following:-

8-a.	"The process of Global consumer behaviour differs from normal consumer	10
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behaviour" Justify the statement by explaining all the steps of Global Consumer Behaviour. (CO5,K2)

8-b. Briefly explain about the various patterns of consumer buying habits. (CO5,K2) 10

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