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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA MF

SEM: III - THEORY EXAMINATION (2025 - 2026)

Subject: Consumer Behavior

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. The micro-level analysis in consumer behavior focuses on: (CO1,K2) 1
- (a) National economic trends
- (b) Individual consumer decision-making processes
- (c) Global market dynamics
- (d) Industry-wide regulations
- 1-b. Understanding consumer behavior helps in distribution decisions by: (CO1,K2) 1
- (a) Reducing product quality
- (b) Identifying where and how consumers prefer to shop
- (c) Increasing manufacturing time
- (d) Limiting product availability
- 1-c. The absolute threshold in perception refers to: (CO2,K2) 1
- (a) Maximum stimulus intensity
- (b) The minimum amount of stimulus needed for detection
- (c) Average consumer response
- (d) Legal advertising limits
- 1-d. Subliminal perception involves stimuli that are: (CO2,K2) 1
- (a) Very loud and obvious
- (b) Below the level of conscious awareness
- (c) Expensive to produce
- (d) Government regulated
- 1-e. The Nicosia Model primarily focuses on which aspect of consumer 1

- behavior..... (CO3,K2)
- (a) Post-purchase evaluation
 - (b) Firm-consumer interaction and decision-making process
 - (c) Brand loyalty measurement
 - (d) Social influence only
- 1-f. In the Black Box Model, environmental stimuli include: (CO3,K2) 1
- (a) Only economic factors
 - (b) Marketing mix elements only
 - (c) Economic, technological, political, and cultural factors
 - (d) Personal preferences only
- 1-g. During evaluation of alternatives, consumers use: (CO4,K2) 1
- (a) Random selection methods
 - (b) Evaluative criteria to compare options
 - (c) Only price comparison
 - (d) Coin toss decisions
- 1-h. Evaluative criteria are the: (CO4,K2) 1
- (a) Standards and specifications used to compare products
 - (b) Prices of different brands
 - (c) Store locations
 - (d) Advertising slogans
- 1-i. Economic factors affecting global consumer behavior include: (CO5,K1) 1
- (a) Only currency exchange rates
 - (b) Income levels, purchasing power, and economic development
 - (c) Only inflation rates
 - (d) Only interest rates
- 1-j. Factors influencing online buying behavior include: (CO5,K1) 1
- (a) Only product price
 - (b) Website design, security, ease of use, and customer reviews
 - (c) Only shipping costs
 - (d) Only brand name

2. Attempt all parts:-

- 2.a. Differentiate between Consumer and Customer. (CO1,K2) 2
- 2.b. Explain consumer perception. (CO2,K2) 2
- 2.c. Define Brand Positioning. (CO3,K2) 2
- 2.d. Define evaluation of alternatives. (CO4,K2) 2
- 2.e. Distinguish between B2C and C2C e-commerce. (CO5,K2) 2

SECTION-B 30

3. Attempt all parts:-

3.a. Answer any one of the following:-

- 3.a.(i) Compare and contrast consumers and customers with examples. (CO1,K4) 6

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| 3.a.(ii) | Analyze the challenges in conducting consumer research in digital era. (CO1,K4) | 6 |
| 3.b. | Answer any one of the following:- | |
| 3.b.(i) | Explain the process of consumer perception with examples. (CO2,K2) | 6 |
| 3.b.(ii) | Analyze age-related differences in consumer behavior. (CO2,K4) | 6 |
| 3.c. | Answer any one of the following:- | |
| 3.c.(i) | Explain habitual decision making and its characteristics. (CO3,K2) | 6 |
| 3.c.(ii) | Explain attribution theory in detail. (CO3,K2) | 6 |
| 3.d. | Answer any one of the following:- | |
| 3.d.(i) | Explain the problem recognition stage with suitable examples. (CO4,K2) | 6 |
| 3.d.(ii) | Differentiate Individual and Organizational Buying. (CO4,K4) | 6 |
| 3.e. | Answer any one of the following:- | |
| 3.e.(i) | Describe the key characteristics of global consumer behavior in the digital age. (CO5,K2) | 6 |
| 3.e.(ii) | List and explain three major non-store retail formats. (CO5,K2) | 6 |
| <u>SECTION-C</u> | | 50 |
| 4. | Answer any <u>one</u> of the following:- | |
| 4-a. | Explain the applications and importance of Consumer Behaviour in Marketing Management. (CO1,K2) | 10 |
| 4-b. | Explain Segmentation, Targeting and Positioning with suitable e.g. (CO1,K2) | 10 |
| 5. | Answer any <u>one</u> of the following:- | |
| 5-a. | Critically analyze the perceptual process and its implications for marketing communications. (CO2,K4) | 10 |
| 5-b. | Discuss and analyse various factors affecting consumer behaviour. (CO2,K4) | 10 |
| 6. | Answer any <u>one</u> of the following:- | |
| 6-a. | Compare and contrast the Nicosia Model and Black Box Model of consumer behavior. (CO3,K4) | 10 |
| 6-b. | Evaluate the role of rationality and emotions in consumer decision making processes. (CO3,K5) | 10 |
| 7. | Answer any <u>one</u> of the following:- | |
| 7-a. | Explain the complete consumer decision process from problem recognition to post-purchase behavior with real-world examples. (CO4,K2) | 10 |
| 7-b. | Critically examine the role of post-purchase evaluation in brand loyalty and repeat purchase. (CO4,K4) | 10 |
| 8. | Answer any <u>one</u> of the following:- | |
| 8-a. | Briefly explain the basis for Market Segmentation with proper e.g. (CO5,K4) | 10 |
| 8-b. | Discuss in detail how demographic, psychographic, and behavioral factors influence online shopping habits. (CO5,K2) | 10 |