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

MBA

SEM: III - THEORY EXAMINATION (2025 - 2026)

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. Personal sources used for information search are _____. (CO1,K1)

1

- (a) Friends & Family
- (b) Formal circle
- (c) Primary data
- (d) None of these

1-b. Art & Cultures are the example of _____ promotion. (CO1, K1)

1

- (a) Publicity
- (b) Marketing
- (c) Sales
- (d) None of these

1-c. _____ are stimuli that give direction to motives. (CO2,K2)

1

- (a) Sensation
- (b) Cues
- (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. The following view of the consumer describes a person who is highly rational and makes decisions based on maximizing utility..... (CO3, K2) 1
- (a) Economic man
 - (b) Passive man
 - (c) Emotional man
 - (d) Cognitive man
- 1-f. The first stage in the Engel-Kollat-Blackwell Model of consumer behavior is known as..... (CO3,K1) 1
- (a) Information Input Stage
 - (b) Decision Process Stage
 - (c) Information Processing Stage
 - (d) Variables Influencing the Decision
- 1-g. The type of attribution is made when a person attributes the cause of an event to external factors outside their control is known as.....(CO4,K2) 1
- (a) Internal Attribution
 - (b) Predictive Attribution
 - (c) External Attribution
 - (d) Interpersonal Attribution
- 1-h. In the consumer adoption process,..... stage marks the transition from evaluating a product to becoming a frequent user. (CO4,K1) 1
- (a) Product Awareness
 - (b) Product Trial
 - (c) Product Evaluation
 - (d) Product Adoption
- 1-i. is NOT a factor influencing global consumer behavior. (CO5, K1) 1
- (a) Cultural differences
 - (b) Economic conditions
 - (c) Technological advancements
 - (d) Local weather patterns
- 1-j.buying behavior involves high involvement & significant brand differences. (CO5, K2) 1
- (a) Dissonance reducing
 - (b) Habitual
 - (c) Complex
 - (d) Variety seeking
2. Attempt all parts:-
- 2.a. Explain the causes of customer dissatisfaction after buying a product. (CO1, K2) 2
- 2.b. Describe positive word of mouth. (CO2,K2) 2
- 2.c. Explain the term "Information search". (CO3, K2) 2
- 2.d. Describe the term "Laggards". (CO4, K2) 2
- 2.e. Define "Influencer Marketing". (CO5, K1) 2

SECTION-B

30

3. Attempt all parts:-

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

3.a.(i) Discuss the significance of understanding consumer behavior. (CO1, K2) 6

3.a.(ii) Describe various applications of consumer behavior. (CO1, K2) 6

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

3.b.(i) Explain the impact of cross-cultural environment on consumer behavior. (CO2, K2) 6

3.b.(ii) Discuss the various external factors that influences consumer behavior. (CO2,K4) 6

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

3.c.(i) Differentiate between Economic and Cognitive view of consumer. (CO3, K4) 6

3.c.(ii) Explain the various internal factors influencing buyer decision making process with special context with Black box model. (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) Explain post-purchase behavior and its importance for marketers. (CO4, K2) 6

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

3.e.(i) Analyse various factors affecting online buying behaviour. (CO5,K4) 6

3.e.(ii) Explain the various factors affecting emerging of non-store choices. (CO5, K2) 6

SECTION-C

50

4. Answer any one of the following:-

4-a. "Consumer behaviour as a field of study examines internal influences on consumption decisions". Discuss. (CO1,K2) 10

4-b. Define Consumer Behaviour and discuss the characteristics of consumer behavior. (CO1, K2) 10

5. Answer any one of the following:-

5-a. Discuss the ways to influence consumer perception for any FMCG product. (CO2,K6) 10

5-b. Discuss the importance of customer perception. (CO2, K2) 10

6. Answer any one of the following:-

6-a. Describe Nicosia Model of consumer behaviour with diagram. (CO3,K2) 10

6-b. "Brand loyalty plays a crucial role in consumer decision-making, especially for repeat purchases." Justify. (CO3, K5) 10

7. Answer any one of the following:-

7-a. Describe all the stages of consumer buying process with proper example. (CO4, K2) 10

7-b. Differentiate between Early majority and Late majority. (CO4, K4) 10

8. Answer any one of the following:-

8-a. Describe various Issues of Privacy and Ethics to Global Consumers with example. (CO5, K2) 10

8-b. Differentiate between individual buying and business buying. (CO5, K4) 10