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

MBA (Integrated)

SEM: VII - THEORY EXAMINATION (2025 - 2026)

Subject: Consumer Behaviour

Time: 2.5 Hours

Max. Marks: 60

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

15

1. Attempt all parts:-

- 1-a. Consumer behavior is defined as the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Which aspect is NOT a core component of consumer behavior? (CO1, K2) 1
- (a) Selection process
- (b) Purchase decisions
- (c) Manufacturing processes
- (d) Post-purchase evaluation
- 1-b. Perception in consumer behavior is best defined as: (CO2, K2) 1
- (a) The act of purchasing
- (b) The process by which individuals select, organize, and interpret sensory stimuli
- (c) Setting prices for products
- (d) Manufacturing decisions
- 1-c. How many fields are present in the Nicosia Model? (CO3, K2) 1
- (a) Two
- (b) Three
- (c) Four
- (d) Five
- 1-d. Problem recognition occurs when there is a difference between: (CO4, K2) 1
- (a) Price and value
- (b) Actual state and desired state
- (c) Brand A and Brand B

(d)	Online and offline shopping	
1-e.	Cultural dimensions that affect global consumer behavior include: (CO5, K1)	1
(a)	Only language differences	
(b)	Values, beliefs, customs, and social norms	
(c)	Only economic factors	
(d)	Only technological access	
2.	Attempt all parts:-	
2.a.	Define Consumer Behavior. (CO1, K1)	2
2.b.	Explain consumer perception. (CO2, K2)	2
2.c.	Define the concept of Economic Man. (CO3, K1)	2
2.d.	Define problem recognition in consumer behavior. (CO4, K1)	2
2.e.	Define online consumer behavior. (CO5, K1)	2
SECTION-B		15
3.	Answer any <u>three</u> of the following:-	
3-a.	Explain the importance of consumer behavior in marketing strategy development. (CO1, K2)	5
3-b.	Describe the influence of reference groups on consumer behavior. (CO2, K2)	5
3-c.	Explain the consumer decision process with suitable examples. (CO3, K2)	5
3-d.	Describe the information search process in consumer decision making. (CO4, k2)	5
3.e.	Describe the key characteristics of global consumer behavior in the digital age. (CO5, K2)	5
SECTION-C		30
4.	Answer any <u>one</u> of the following:-	
4-a.	Discuss the role of consumer behavior in developing competitive advantage. (CO1, K2)	6
4-b.	Analyze the consumer behavior of online shoppers during festive sales and propose marketing strategies to maximize conversions. (CO1, K4)	6
5.	Answer any <u>one</u> of the following:-	
5-a.	Explain the process of attitude formation and change with theoretical frameworks. (CO2, K2)	6
5-b.	Evaluate the role of reference groups in shaping consumer behavior across different product categories. (CO2, K5)	6
6.	Answer any <u>one</u> of the following:-	
6-a.	Explain the various decision rules consumers use and their implications for marketers. (CO3, K2)	6
6-b.	Explain the Nicosia Model. (CO3, K2)	6
7.	Answer any <u>one</u> of the following:-	
7-a.	Discuss how problem recognition occurs and how marketers can trigger it effectively. (CO4, K4)	6
7-b.	Critically examine the role of post-purchase evaluation in brand loyalty and repeat purchase. (CO4, K5)	6

8. Answer any one of the following:-

- 8-a. Explain comprehensively the factors affecting global consumer buying behavior in e-commerce. (CO5, K2) 6
- 8-b. Discuss in detail how demographic, psychographic, and behavioral factors influence online shopping habits. (CO5, K2) 6

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