

CBCS SCHEME

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MBAMM313



Third Semester MBA Degree Examination, June/July 2026 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.	3	L1	CO1
	b.	Explain the importance of Consumer Behaviour in marketing decision-making.	7	L1	CO2
	c.	Discuss the key characteristics of Indian consumers with suitable examples.	10	L2	CO2
Q.2	a.	What is Routinized response behaviour? State an example.	3	L1	CO1
	b.	Explain the levels of consumer decision making with suitable product examples for each level.	7	L1	CO2
	c.	Using relevant examples, examine Nicosia model of consumer behaviour.	10	L3	CO3
Q.3	a.	Define Consumer Learning.	3	L1	CO1
	b.	Examine the various perceived risks faced by consumers and the strategies used to handle them.	7	L2	CO3
	c.	Explain consumers' preference for luxury or premium brands with reference to Maslow's hierarchy of needs.	10	L3	CO4
Q.4	a.	What is Reference group?	3	L1	CO1
	b.	Explain the dynamics of Husband-Wife Decision making with relevant examples.	7	L2	CO3
	c.	Discuss the different types of consumer relevant groups.	10	L2	CO2
Q.5	a.	Define Diffusion of Innovation.	3	L1	CO1
	b.	Explain the adoption process in the context of consumer behaviour with relevant examples.	7	L2	CO3
	c.	Discuss the different methods of measuring Opinion leadership with suitable examples.	10	L2	CO2

Q.6	a.	What is the meaning of culture and sub culture?	3	L1	CO1
	b.	Discuss the characteristics of culture.	7	L2	CO3
	c.	Outline the different methods of measurement of social class.	10	L4	CO4
Q.7	a.	What is Customer Relationship Management (CRM)?	3	L1	CO1
	b.	Highlight the benefits of E-CRM?	7	L2	CO2
	c.	Explain the different methods of customer acquisition in the context of 'Customer Relationship Management' (CRM)?	10	L3	CO3
Q.8		Case Study (Compulsory): Over the last decade, India's consumption pattern has undergone a significant transformation driven by rising disposable incomes, rapid urbanization, digital penetration, and changing lifestyles. Urban consumers increasingly prefer branded, convenience-oriented, and experience-driven products, while rural consumers are also showing growing awareness of quality, value, and aspirational brands due to Smartphone usage and e-commerce access. The popularity of online shopping platforms, digital payments, and influencer marketing has reshaped purchase decisions across age groups. Health consciousness, sustainability concerns, and preference for local yet premium brands are influencing food, apparel, and personal care purchases. At the same time, traditional factors such as family influence, cultural values, and price sensitivity continue to play an important role in Indian consumer decision making, creating a unique blend of modern and traditional consumption behaviour.			
	a.	Analyze the key factors influencing the changing consumption pattern of Indian consumers.	10	L4	CO4
	b.	Explain how digitalization and e-commerce have altered consumer buying behaviour in India	10	L3	CO4
