62227

III Semester M.B.A. (Day & Evening) Degree Examination
April/May-2026
MANAGEMENT
Consumer Behaviour and Neuromarketing
(CBCS Scheme 2019)

ACHARYA INSTITUTE OF GRADUATE STUDIES
LIBRARY
Date:
BANGALORE-107

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any **Five** questions from the following. Each question carries **5** marks. **(5×5=25)**

1. Explain the dimensions of Consumer Behavior.
2. Discuss attitude formation and change in consumer behavior.
3. Explain the influence of reference groups on consumer decisions.
4. Discuss post-purchase dissonance and customer satisfaction.
5. Explain sensory neuromarketing and its applications.
6. Discuss consumerism and ethical consumption in India.
7. Discuss the Engel-Kollat-Blackwell model of consumer decision-making.

SECTION - B

Answer any **Three** questions from the following. Each question carries **10** marks. **(3×10=30)**

8. Explain the impact of technology on consumer behavior.
9. Discuss the influence of culture and social class on consumer behavior.
10. Explain the Consumer Decision-Making Process and post-purchase behavior.
11. Define Neuromarketing and explain its significance in understanding consumer behavior.

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12. Compulsory Case Study: **(1×15=15)**

A leading Indian packaged food company planned to launch a new healthy snack targeting urban millennials. The company faced intense competition in the ready-to eat segment. To gain a competitive advantage, the firm collaborated with a neuromarketing research agency in India to study consumer brain responses to packaging, colours, pricing cues, and advertising messages.

Using eye-tracking and EEG (Electroencephalogram) techniques, the company tested multiple packaging designs and advertisement versions. The results revealed that bright green packaging triggered stronger attention and trust responses, while advertisements highlighting "natural ingredients" activated emotional engagement areas of the brain. Based on the findings, the company redesigned its packaging and advertising strategy. The product launch was successful, and sales increased significantly in metro cities.

However, consumer activists raised concerns about ethical issues, questioning whether brain-based persuasion techniques manipulate consumers subconsciously. Discussions emerged around neuro ethics, transparency, consumer consent, and responsible marketing practices in India. The company now needs to balance innovation with ethical and socially responsible marketing practices.

Questions:

a) Discuss the application of neuromarketing techniques in the above case.

b) Explain the ethical issues involved in using neuromarketing in India.

c) Suggest measures to ensure ethical and socially responsible use of neuromarketing.
