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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: III - THEORY EXAMINATION (2024- 2025)

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, &amp; C. It consists of Multiple Choice Questions (MCQ's) &amp; 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**

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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. Marketing managers usually get involve in production or distribution decisions. (CO1,K1) 1
- (a) True
- (b) FALSE
- (c) Depends on the scenario
- (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 the immediate and direct response of the sensory organs to stimuli. (CO2,K2) 1
- (a) Sensation

- (b) Stimuli
- (c) Perception
- (d) None of these
- 1-e. The primary focus of the Nicosia Model of consumer behavior is on..... (CO3,K3) 1
- (a) The relationship between the firm and potential consumers
- (b) The role of cultural influences on consumer behavior
- (c) The process of impulse buying
- (d) The psychological factors in decision-making
- 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. 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-h. The consumer behavior is primarily concerned with.....(CO4,K2) 1
- (a) Production and distribution of goods
- (b) Consumer spending and saving habits
- (c) Behavior displayed in searching for, purchasing, using, and evaluating products
- (d) None of above
- 1-i. .... is the first stage in the consumer buying process. (CO5,K1) 1
- (a) Information Search
- (b) Post-Purchase Behavior
- (c) Recognition of Need
- (d) Purchase Decision
- 1-j. ....the factor that influences consumer trust in online shopping the most. (CO5,K5) 1
- (a) User interface
- (b) Brand colors
- (c) Security and trust
- (d) Product size

2. Attempt all parts:-

- 2.a. Explain the attribution theory with suitable examples. (CO1,K1) 2
- 2.b. Describe negative word of mouth. (CO2,K2) 2
- 2.c. Describe the term "Post Purchase Evaluation". (CO3,K2) 2
- 2.d. Define "Innovators". (CO4,K2) 2
- 2.e. Explain the role of Research and Design in Global consumer behavior. (CO5,K2) 2

### **SECTION-B**

30

3. Answer any five of the following:-

- 3-a. Discuss in detail the types of consumer behavior. (CO1,K1) 6
- 3-b. Discuss the consumer buying process in detail. (CO1,K2) 6
- 3-c. Discuss the various external factors that influences consumer behavior. (CO2,K4) 6
- 3-d. Explain Maslow"s hierarchy of needs theory in view of consumer behavior and discuss its marketing implications. (CO2,K3) 6
- 3.e. "According to the Howard-Sheth model there are four major sets of variables that affects consumer behaviour" Explain all the variables. (CO3,K2) 6
- 3.f. "Communication plays an important role in diffusion of innovation" Discuss. (CO4,K4) 6
- 3.g. Analyse various factors affecting online buying behaviour. (CO5,K4) 6

### **SECTION-C**

50

4. Answer any one of the following:-

- 4-a. Design a Questionnaire of 10 questions to judge the satisfaction level of consumers of a telecommunication company. (CO1,K6) 10
- 4-b. Describe various Demographic factors of consumer behaviour with examples. (CO1,K4) 10

5. Answer any one of the following:-

- 5-a. Explain the reasons that create cognitive dissonance. Discuss with example how cognitive dissonance may be reduced. (CO2,K5) 10
- 5-b. Discuss the ways to influence consumer perception for any FMCG product. (CO2,K6) 10

6. Answer any one of the following:-

- 6-a. Describe all the four views of consumer with special context to consumer behaviour with proper e.g (CO3,K2) 10
- 6-b. Describe Nicosia Model of consumer behaviour with diagram. (CO3,K2) 10

7. Answer any one of the following:-

- 7-a. Briefly explain about Diffusion of innovation process with proper e.g. Also discuss the various factors affecting the process of Innovation. (CO4,K3) 10
- 7-b. Discuss the importance of social networks and opinion leaders in encouraging or discouraging the adoption of new products. (CO4,K4) 10

8. Answer any one of the following:-

- 8-a. "Economic factors such as income levels and inflation impact global consumer purchasing behavior" Justify. (CO5,K4) 10
- 8-b. "There are various factors allowing driving the shift from in-store shopping to online and mobile shopping platforms". Explain all such Factors. (CO5,K4) 10

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