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

MBA

SEM: II - 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:-

- | | | |
|-------|--|---|
| (1.1) | Market segmentation is the process of: (CO1, K1) | 1 |
| | (a) Treating all consumers identically | |
| | (b) Dividing a market into distinct groups with similar needs | |
| | (c) Reducing market size | |
| | (d) Eliminating competition | |
| (1.2) | Sustainability consciousness among contemporary consumers reflects: (CO1, K2) | 1 |
| | (a) Decreased environmental awareness | |
| | (b) Growing concern for ecological and social responsibility | |
| | (c) Focus only on low prices | |
| | (d) Rejection of modern products | |
| (1.3) | Latent learning occurs when: (CO2, K2) | 1 |
| | (a) Learning happens immediately and visibly | |
| | (b) Learning occurs without immediate reinforcement or obvious behavior change | |
| | (c) No learning takes place | |
| | (d) Only prices matter | |
| (1.4) | Schema in cognitive learning refers to: (CO2, K2) | 1 |
| | (a) Product pricing | |
| | (b) Mental frameworks for organizing information | |
| | (c) Distribution channels | |
| | (d) Manufacturing processes | |
| (1.5) | Which marketing era assumed that consumers were passive and would buy | 1 |

- whatever was produced? (CO3, K2)
- (a) Relationship marketing era
 - (b) Production Era
 - (c) Digital marketing era
 - (d) Social media marketing era
- (1.6) In the Black Box Model, environmental stimuli include: (CO3, K2) 1
- (a) Only economic factors
 - (b) Marketing mix elements only
 - (c) Economic, technological, political, and cultural factors
 - (d) Personal preferences only
- (1.7) Early adopters are important because they: (CO4, K2) 1
- (a) Are the slowest to adopt
 - (b) Serve as opinion leaders and influence others
 - (c) Resist all innovations
 - (d) Never communicate with others
- (1.8) Internal stimuli that trigger problem recognition include: (CO4, K2) 1
- (a) Advertising messages
 - (b) Hunger, thirst, or other physiological needs
 - (c) Friend recommendations
 - (d) Retail displays
- (1.9) The roles in a buying center include: (CO5, K1) 1
- (a) Only buyers
 - (b) Users, influencers, buyers, deciders, and gatekeepers
 - (c) Only managers
 - (d) Only suppliers
- (1.10) Derived demand in organizational buying means: (CO5, K2) 1
- (a) Demand exists independently
 - (b) Organizational demand is derived from consumer demand for final products
 - (c) Demand is random
 - (d) Demand is always stable

2. Attempt all parts:-

- (2.1) Define consumer motivation theory. (CO1, K1) 2
- (2.2) Explain the term perceptual selectivity. (CO2, K2) 2
- (2.3) List the stages of consumer decision process. (CO3, K1) 2
- (2.4) Explain consumer satisfaction briefly. (CO4, K2) 2
- (2.5) Distinguish between B2C and C2C e-commerce. (CO5, K4) 2

SECTION-B

30

Answer any one of the following:-

- (3.1) Discuss the contemporary environment of consumer behavior. (CO1, K2) 6
- (3.2) Describe the consumer research process with suitable examples. (CO1, K2) 6

Answer any one of the following:-

- (3.3) Discuss the three components of attitude in detail. (CO2, K2) 6
- (3.4) Explain the process of consumer perception with examples. (CO2, K2) 6

Answer any one of the following:-

- (3.5) Compare extensive problem solving and limited problem solving. (CO3, K4) 6
- (3.6) Describe the Nicosia Model of consumer decision making. (CO3, K2) 6

Answer any one of the following:-

- (3.7) Discuss how consumers evaluate alternatives before purchase. (CO4, K2) 6
- (3.8) Explain the problem recognition stage with suitable examples. (CO4, K2) 6

Answer any one of the following:-

- (3.9) List and explain three major non-store retail formats. (CO5, K2) 6
- (3.10) Describe the key characteristics of global consumer behavior in the digital age. (CO5, K2) 6

SECTION-C 50

4. Answer any one of the following:-

- (4.1) Discuss the role of consumer behavior in developing competitive advantage. (CO1, K2) 10
- (4.2) Analyze how digital transformation has impacted consumer research methodologies. (CO1, K4) 10

5. Answer any one of the following:-

- (5.1) Evaluate how learning theories can be applied to consumer behavior management. (CO2, K5) 10
- (5.2) Explain the process of attitude formation and change with theoretical frameworks. (CO2, K2) 10

6. Answer any one of the following:-

- (6.1) Evaluate how heuristics and biases affect consumer decision quality. (CO3, K5) 10
- (6.2) Critically examine the Passive Man view and its limitations in contemporary consumer behavior. (CO3, K5) 10

7. Answer any one of the following:-

- (7.1) Discuss the evaluation of alternatives stage in detail with multiple evaluation strategies. (CO4, K2) 10
- (7.2) A consumer plans to purchase a laptop, explain how consumer moves through the complete decision-making process. (CO4, K2) 10

8. Answer any one of the following:-

- (8.1) Evaluate the ethical implications of using manipulative persuasion techniques in online marketing. (CO5, K5) 10
- (8.2) Compare traditional brick-and-mortar consumer behavior with online consumer behavior patterns. (CO5, K4) 10