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

MBA MF

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) | Behavioral segmentation is based on _____. (CO1, K2) | 1 |
| | (a) Usage, benefits, loyalty, and occasions
(b) Only classroom size
(c) Only employee leave
(d) Only printer brand | |
| (1.2) | Differentiated targeting serves _____. (CO1, K2) | 1 |
| | (a) Several segments with separate offerings
(b) Only one employee
(c) Only one city office
(d) No consumer group | |
| (1.3) | A loyalty point given after purchase is an example of reinforcement. (CO2, K2) | 1 |
| | (a) True
(b) False
(c) Product deletion
(d) Market exit | |
| (1.4) | Cognitive learning theory emphasizes thinking, memory, and problem solving. (CO2, K1) | 1 |
| | (a) Only habit
(b) Only reward
(c) Only packaging
(d) Thinking and memory | |

- (1.5) Environmental stimuli in the Black Box Model include economic, cultural, technological, and political factors. (CO3, K2) 1
- (a) External environment factors
 - (b) Only brand logo
 - (c) Only invoice number
 - (d) Only shelf size
- (1.6) A luxury marble buyer may evaluate quality, exclusivity, and social prestige due to social class influence. (CO3, K4) 1
- (a) Only lowest price
 - (b) Only public policy
 - (c) Quality and prestige
 - (d) Only raw material tax
- (1.7) Hunger is an example of an internal stimulus in consumer buying behaviour. (CO4, K2) 1
- (a) Internal stimulus
 - (b) External stimulus
 - (c) Cultural symbol
 - (d) Reference group
- (1.8) An advertisement reminding a buyer about a product is an example of an external stimulus. (CO4, K2) 1
- (a) Internal drive
 - (b) Habitual use
 - (c) Personal memory
 - (d) External stimulus
- (1.9) Choose the factor that may reduce online purchase intention. (CO5, K2) 1
- (a) Clear return policy
 - (b) Fast delivery
 - (c) High perceived risk
 - (d) Easy payment
- (1.10) Select the factor that builds confidence in e-commerce. (CO5, K2) 1
- (a) Trust
 - (b) Confusion
 - (c) Hidden charges
 - (d) Poor website design

2. Attempt all parts:-

- (2.1) Mention two demographic variables used in segmentation. (CO1, K1) 2
- (2.2) Define reference group. (CO2, K1) 2
- (2.3) List any two advantages of studying buying behaviour models. (CO3, K1) 2
- (2.4) Mention two actions taken by a dissatisfied consumer after purchase. (CO4, K2) 2
- (2.5) List two emerging non-store buying choices. (CO5, K1) 2

SECTION-B

30

Answer any one of the following:-

- | | | |
|-------|--|---|
| (3.1) | Discuss the impact of digital platforms on consumer decision-making. (CO1, K3) | 6 |
| (3.2) | Describe the relationship between consumer research and marketing decisions. (CO1, K3) | 6 |

Answer any one of the following:-

- | | | |
|-------|--|---|
| (3.3) | Explain family influence in household purchase decisions. (CO2, K2) | 6 |
| (3.4) | Discuss gender influence on product preference and promotional response. (CO2, K3) | 6 |

Answer any one of the following:-

- | | | |
|-------|--|---|
| (3.5) | Explain the limitations of Black box model. (CO3, K4) | 6 |
| (3.6) | Critically discuss the influence of social class on consumer buying behaviour with Indian market examples. (CO3, K5) | 6 |

Answer any one of the following:-

- | | | |
|-------|--|---|
| (3.7) | Discuss the role of consumer satisfaction in building brand loyalty. (CO4, K3) | 6 |
| (3.8) | Describe adopter categories and their importance for marketers. (CO4, K2) | 6 |

Answer any one of the following:-

- | | | |
|--------|---|---|
| (3.9) | Discuss the stages of the organizational buying decision process. (CO5, K3) | 6 |
| (3.10) | Discuss the role of technology in global and online consumer behaviour. (CO5, K3) | 6 |

SECTION-C 50

4. Answer any one of the following:-

- | | | |
|-------|--|----|
| (4.1) | Design a segmentation and targeting plan for an online fashion apparel brand. (CO1, K6) | 10 |
| (4.2) | Analyze the role of consumer insight in developing meaningful marketing campaigns. (CO1, K4) | 10 |

5. Answer any one of the following:-

- | | | |
|-------|---|----|
| (5.1) | Discuss the role of personal experience, family, and media in attitude formation. (CO2, K4) | 10 |
| (5.2) | Discuss behavioral learning theories and their relevance to consumer behavior. (CO2, K4) | 10 |

6. Answer any one of the following:-

- | | | |
|-------|---|----|
| (6.1) | Explain the Nicosia Model of consumer buying behaviour in detail with stages. (CO3, K2) | 10 |
| (6.2) | Evaluate the Howard-Sheth Model as a framework for complex buying decisions. (CO3, K5) | 10 |

7. Answer any one of the following:-

- | | | |
|-------|--|----|
| (7.1) | Develop a launch strategy for a new health app using the adoption process. (CO4, K6) | 10 |
| (7.2) | Evaluate the adoption of UPI payments using innovation characteristics. (CO4, K5) | 10 |

8. Answer any one of the following:-

- | | | |
|-------|--|----|
| (8.1) | Discuss straight rebuy, modified rebuy, and new task buying in organizational markets. (CO5, K2) | 10 |
|-------|--|----|

(8.2) Evaluate the role of trust and perceived risk in e-commerce buying behaviour. (CO5, K5)

10

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