

Roll No.

Total No. of Pages : 03

Total No. of Questions : 10

MBA (Sem.-3)
CONSUMER BEHAVIOUR

Subject Code : MBA 921-18

M.Code :76894

Date of Examination: 27-11-2025

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Write briefly:

- a) What is Consumer Behaviour?
- b) Define Motivation.
- c) Concept of Ego Involvement.
- d) Define Self Concept.
- e) What is Cognitive Dissonance?
- f) Explain Subculture.
- g) Define Social Class.
- h) Who is Opinion Leader?

SECTION-B

UNIT-I

2. Explain Consumer Research process highlighting qualitative and quantitative research.
3. Discuss the role of IT and AI in consumer profiling and engagement.

UNIT-II

4. Define Consumer learning. Explain behavioural and cognitive learning theories.
5. What is Consumer attitude and its components? Explain Tricomponent and multi attribute attitude formation theories.

UNIT-III

6. Discuss different reference groups and their influence on consumer behaviour with suitable examples.
7. What is Culture and subculture. Explain its role in Consumer behaviour.

UNIT-IV

8. Explain the Consumer Decision making process in detail. What are the factors influencing consumer decision making process in case of purchase of a luxury car?
9. Explain the stages in Adoption process and also, elaborate different adoption categories.

SECTION-C

10. Case Study :

India is in the limelight with the success of several Indian beauties as winning the Miss Universe and Miss World contests, one after the other, in a short span of a few years: 1. Sushmita Sen (Miss Universe) 2. Aishwarya Rai (Miss World) 3. Yukta Mookhey (Miss

World) 4. Lara Dutta (Miss Universe) 5. Diya Mirza (Miss Asia Pacific) 6. Priyanka Chopra (Miss World). This has put India in the centre stage and many producers of beauty products and marketeers, are trying to find out the reason for success of beauty pageants and also how to promote their beauty products in the market. "These" products naturally are targeted, at the beauty conscious, aspiring, upwardly mobile, outgoing ladies and girls, who want to make a mark in life and believe that their face is their fortune. A leading newspaper has also through interviews come out with some information: India's beauty product market is growing at the rate of 30 per cent. The beauty products are being targeted in the developing countries, where women want to look their best and want to keep abreast of the international trends. The Indian climate is hot, and in manufacturing the product, care is to be taken for it not to melt. Cleansing, moisturising and applying sun screen to avoid blemishes and discolouration when outdoors, are required. There is a lot of response of beauty products from the cities of Delhi, Bangalore, Mumbai, Kolkata, Ahmedabad, Chandigarh, etc but primarily from higher income class. MNCs like Revlon, Lakme, L'Oreal are competing with each other to win customers. Continuous research is also going on and the Indian market in beauty products is growing at a much faster pace.

Questions:

- a) Indian market is offering a big opportunity for beauty product companies in long run. Critically discuss the statement based on above information.
- b) What kind of product personality is associated with beauty products?
- c) What strategy should be adopted to enlarge this market and make consumers of lower and middle class more conscious about beauty products?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.