

THE KAVERY ENGINEERING COLLEGE
(An Autonomous Institution)

MBA DEGREE END SEMESTER THEORY EXAMINATIONS, NOV /DEC 2024

Third Semester

Master of Business Administration

BA4009 – Consumer Behavior

Regulations - 2021

Duration : 3 Hrs

Maximum : 100 Marks

PART – A (ANSWER ALL QUESTIONS) (Marks 10*2=20)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
1.	Define consumption.	RE	1	2
2.	Name two technological advancements that have changed consumer shopping experiences.	UN	1	2
3.	Define motivation in the context of consumer behavior.	RE	2	2
4.	How can marketing strategies be designed to enhance positive perceptions of a product?	UN	2	2
5.	What does cross-cultural consumer behavior study?	RE	3	2
6.	What is the importance of effective communication in marketing to consumers?	UN	3	2
7.	List the stages of the consumer buying process as per the traditional model.	UN	4	2
8.	Identify two technological factors that influence contemporary consumer behavior.	UN	4	2
9.	Define the term need recognition.	RE	5	2
10.	What characteristics are commonly associated with opinion leaders?	UN	5	2

PART – B (ANSWER ALL QUESTIONS) (Marks 5*13 = 65)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
11.	a Discuss the concept of consumer orientation and its significance in shaping marketing strategies. How does consumer orientation differ from traditional marketing approaches? Or	UN	1	13
	b Discuss the impact of environmental concerns on consumer behavior. How has the rise of eco-conscious consumers influenced marketing strategies?	UN	1	13
12.	a Discuss how Maslow's Hierarchy of Needs can be applied to understand consumer purchasing behavior in the context of luxury goods. Provide real-world examples to support your argument. Or	AP	2	13
	b Explore the influence of personality traits on consumer choices. How can marketers segment their audience based on personality types to improve targeting?	AP	2	13
13.	a How socio-cultural factors influence consumer purchasing decisions in your community. Provide examples to support your answer. Or	AN	3	13

	b	Examine the psychological factors that influence consumer behavior, such as motivation and perception. How do these factors interact with socio-cultural influences?	AN	3	13
14.	a	Assess how digital marketing strategies influence the consumer decision-making process in contemporary settings, such as social media advertising. Provide a case study to support your evaluation.	AN	4	13
		Or			
	b	Evaluate the negotiation strategies commonly used in industrial buying scenarios. How can understanding buyer behavior improve negotiation outcomes for sellers?	AN	4	13
15.	a	Examine a real-life scenario where a consumer applies a specific decision rule (e.g., compensatory or non-compensatory). How does this impact the final purchase decision?	AN	5	13
		Or			
	b	Examine the cultural barriers that might hinder the diffusion of innovative products in India. How can marketers address these barriers effectively?	AN	5	13

*PART – C (Marks 1*15 = 15)*

<i>Q.No</i>		<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
16.	a	Evaluate the effectiveness of different communication channels in influencing consumer behavior. Which channels are most effective for specific demographics, and why?	EV	5	15
		Or			
	b	Conduct a case analysis of a product that failed to gain traction in the Indian market. Discuss how the principles of diffusion and adoption can explain its failure.	EV	5	15