

THE KAVERY ENGINEERING COLLEGE*(An Autonomous Institution)***MBA DEGREE END SEMESTER THEORY EXAMINATIONS, NOV/DEC 2025***Third Semester**Master of Business Administration***PMBE2413 – Consumer Behaviour***Regulations - 2024**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 Impulse Buying.	L1	1	2
2.	Demonstrate the technology influencing consumer behaviour.	L2	1	2
3.	Interpret Perception.	L2	2	2
4.	List the factors influencing Consumer self-image.	L1	2	2
5.	Recall the influence of Cultural behaviour in communication.	L1	3	2
6.	List the importance of cross culture challenges.	L1	3	2
7.	Define Industrial Buying behaviour.	L1	4	2
8.	Outline the characteristics of traditional consumer.	L2	4	2
9.	Construct the common decision rules of a consumer.	L2	5	2
10.	List various types of Adopters.	L1	5	2

PART – B (ANSWER ALL QUESTIONS) (Marks 5*16 = 80)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
11.	a i Identify the strength and limitations of interpretive approaches.	L3	1	8
	ii Inspect Quantitative methods contribution to the consumer behaviour research.	L4	1	8
Or				
b	i Construct the positive and negative impact of technology.	L3	1	8
	ii Criticize the trends and future directions of Consumer behaviour.	L4	1	8
12.	a i Summarize the psychological factors influencing Consumer behaviour.	L3	2	8
	ii What are the implications of attitude behaviour inconsistency?	L2	2	8
Or				
b	i Build marketing strategies to influence consumer motivation.	L3	2	8
	ii Plan the ethics of using personality-based marketing.	L2	2	8

13.	a	i	Interpret the social norms influence consumer behaviour.	L2	3	8
		ii	Elaborate the marketers adopt to diverse cultural contexts.	L2	3	8
	Or					
	b	i	List the importance of Digital communication channels.	L2	3	8
		ii	Recall the influence mechanisms of reference groups.	L2	3	8
14.	a	i	Survey the models of individual buying behaviour.	L4	4	8
		ii	Distinguish traditional and contemporary consumer.	L2	4	8
	Or					
	b	i	Discover the need of suppliers build relationship with industrial buyers.	L4	4	8
		ii	What role do technical specifications play in industrial buyers?	L2	4	8
15.	a	i	Demonstrate consumer decision making process.	L3	5	8
		ii	Analyze the role of government in shaping Indian consumer markets.	L4	5	8
	Or					
	b	i	Criticize the role of opinion leaders in diffusion.	L3	5	8
		ii	Build the factors influence adoption decisions.	L4	5	8