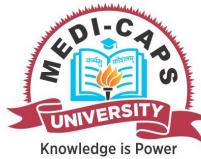**Enrollment No.....................................**

Faculty of Management Studies
End Sem Examination Dec 2024
MS3EM01 Basics of Consumer Behavior
Programme: BBA   Branch/Specialisation: Management

Duration: 3 Hrs.   **Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

			Marks	BL	PO	CO	PSO
Q.1	i.	Why is studying consumer behaviour important for businesses?	1	1	1	1	
		(a) To increase production efficiency					
		(b) To understand consumer needs and preferences					
		(c) To reduce marketing costs					
		(d) To enhance employee satisfaction					
	ii.	Consumer behaviour can directly influence which aspect of marketing strategy?	1	1	1	1	
		(a) Supply chain logistics					
		(b) Pricing strategies					
		(c) Employee training programs					
		(d) Manufacturing processes					
	iii.	What is a reference group?	1	1	10	2	
		(a) A group that influences an individual's attitudes or behaviours					
		(b) A group that consists of family members only					
		(c) A group that has no impact on purchasing decisions					
		(d) A group that only includes friends					
	iv.	Social class categorization often considers which factor?	1	1	2	2	
		(a) Age (b) Geographic location					
		(c) Income level (d) Attitude					

v. In which stage do consumers evaluate alternatives before making a purchase? **1** 1 2 3
(a) Problem recognition
(b) Information search
(c) Purchase decision
(d) Evaluation of alternatives

vi. Which model best describes the stages consumers go through when making a purchase? **1** 1 2 3
(a) The 4 Ps Model
(b) The Consumer Decision-Making Model
(c) The Marketing Mix Model
(d) The Product Life Cycle Model

vii. What does market segmentation involve? **1** 1 3 4
(a) Merging all customers into one category
(b) Dividing a market into distinct groups with common needs or characteristics
(c) Focusing solely on product features
(d) Ignoring customer preferences

viii. Market segmentation helps businesses achieve what goal primarily? **1** 1 3 4
(a) Maximize profits without considering customer needs
(b) Develop targeted marketing strategies that resonate with specific groups
(c) Eliminate competition entirely
(d) Focus only on high-income consumers

ix. Which factor does NOT influence organizational buying decisions? **1** 1 10 5
(a) Economic conditions
(b) Personal preferences of employees
(c) Supplier relationships
(d) Government regulations

x. Which influence category includes regulations affecting organizational purchases? **1** 1 10 5
(a) Economic influence
(b) Political influence
(c) Legal influence
(d) Technological influence

Q.2 i. Define consumer behaviour. **2** 1 1 1
ii. What is the consumer research process? **3** 2 2 1
iii. Discuss various factors affecting consumer behaviour. **5** 3 3 1
OR iv. Describe the need for studying consumer behaviour in modern marketing. **5** 3 3 1

Q.3 i. Define perception in the context of consumer behaviour. **2** 1 1 2
ii. Describe the types of reference groups and their impact on consumer buying behaviour. **8** 3 3 2
OR iii. How can marketers leverage the understanding of perception to influence consumer behaviour? **8** 3 3 2

Q.4 i. What triggers problem recognition in consumers? **3** 1 1 3
ii. Explain the types of consumer decision-making and give examples. **7** 3 2 3
OR iii. Describe a model of consumer decision-making. **7** 3 2 3

Q.5 i. What are the bases of market segmentation? **4** 1 3 4
ii. How does consumer behaviour influence market segmentation? **6** 3 2 4
OR iii. Describe how demographic factors influence market segmentation. **6** 3 2 4

Q.6 Attempt any two:
i. Discuss organizational buying concepts, including definitions and significance. **5** 3 10 5
ii. Discuss political influences affecting organizational buyers. **5** 3 10 5
iii. What are the factors influencing organizational buying? **5** 3 10 5

*****

Marking Scheme
MS3EM01 (T) Basics of Consumer Behavior (T)

Q.1	i)	B) To understand consumer needs and preferences	**1**
	ii)	B) Pricing strategies	**1**
	iii)	A) A group that influences an individual's attitudes or behaviours	**1**
	iv)	C) Income level	**1**
	v)	D) Evaluation of alternatives	**1**
	vi)	B) The Consumer Decision-Making Model	**1**
	vii)	B) Dividing a market into distinct groups with common needs or characteristics	**1**
	viii)	B) Develop targeted marketing strategies that resonate with specific groups	**1**
	ix)	B) Personal preferences of employees	**1**
	x)	C) Legal Influence	**1**

Q.2	i.	Definition	**2**
	ii.	Steps like problem definition, data collection, data analysis etc. (1 mark each step)	**3**
	iii.	Personal, psychological, social, and cultural factors (1 mark each factor)	**5**
OR	iv.	Effective marketing strategies, product development, and brand loyalty (1 mark each need) 1*5=5 marks	**5**

Q.3	i.	Perception definition	**2**
	ii.	Describes normative, comparative, and informational reference groups 3*2 marks=6 impact 2*1 mark= 2	**8**

OR	iii.	Sensory perception in ads, aligning product messages etc. (2 marks* 4 points description= 8)	**8**

Q.4	i.	1.5 marks for 2 point description internal and external factor	**3**
	ii.	Includes habitual, limited, and complex decision-making 6 marks each with example 1 mark	**7**
OR	iii.	In-depth model description 5 marks diagram 2 marks	**7**

Q.5	i.	4 types - 1 mark each	**4**
	ii.	based on preferences and buying patterns 3 marks each	**6**
OR	iii.	2 marks each demographic factor	**6**

Q.6			
	i.	Concept, definition 3 marks significance 2 marks	**5**
	ii.	1 mark for 5 points 1*5each point	**5**
OR	iii.	Organizational goals, structure, policies, existing technology, and interpersonal relationships - 1 marks each description	**5**

******