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Question Paper Code: 6313471

M.B.A. DEGREE EXAMINATIONS, NOV/ DEC 2024

Third Semester

Master of Business Administration

P23BAEM2 – CONSUMER BEHAVIOR

(Regulation 2023)

Time: Three Hours

Maximum: 100 Marks

Answer ALL questions

PART – A

(10 x 2 = 20 Marks)

1. Define consumer behavior.
2. What are the key benefits of a consumer orientation?
3. Outline the role of perception in consumer behavior.
4. What is the impact of personality on consumer choices?
5. Summarize the role of culture in shaping consumer behavior.
6. Name the external factors influencing consumer behavior.
7. Explain the common stages in the industrial buying decision process?
8. List the key factors that influence industrial buying behavior.
9. Recall the concept of consumer decision making process.
10. Tell the key factors influencing the purchase decision.

PART – B

(5 x 16 = 80 Marks)

11. (a) Discuss the two different approaches to studying consumer behavior. (16)

(OR)

(b) Discuss the various factors influencing consumer behavior and the importance of consumer behavior. (16)

12. (a) Discuss the role of personality traits in consumer behavior. (16)

(OR)

(b) Analyze the relationship between motivation and consumer buying behavior. Which factors are necessary for consumer buying behavior process? (16)

13. (a) Discover the role of socio-cultural dimensions in consumer behavior. (16)

(OR)

(b) How do culture, sub-culture and cross culture affect the consumer behavior? (16)

14. (a) Critically analyze the evolution of consumer behavior models, highlighting the key differences between traditional and contemporary approaches. (16)

(OR)

(b) Assess the role of social media and digital marketing in influencing industrial buying decisions. (16)

15. (a) Explain the process; identify the different stages with a specific example. (16)

(OR)

(b) How buying patterns and purchase decisions may vary by age, gender and stage of life. Explain with examples. (16)