



## End Term (Odd) Semester Examination November 2025

Roll no.....

Name of the Course and semester: MBA, Third semester

Name of the Paper: Consumer Behavior

Paper Code: MBA 303(MK3)

Time: 3 hour

Maximum Marks: 100

**Note:**

- (i) This question paper contains two Sections-Section A and B
- (ii) Both Sections are compulsory
- (iii) Answer any two sub questions from a, b & c in each main question of Section A. Each sub question carries 10 marks.
- (iv) Section B, consisting of a case study, is compulsory. It is of 20 Marks.

### Section A

<b>SECTION A</b>	
<b>Q1</b>	(10 X 2= 20marks)
(a)	List the five stages of the Consumer Buying Decision Process and briefly describe each stage using an example from the automobile industry.
(b)	Explain the Nature and Scope of Consumer Behavior in the context of e-commerce platforms like Amazon India.
(c)	Describe the Four Views of Consumer Decision Making and illustrate how a brand like Tanishq engages with each type of consumer.
<b>Q2</b>	(10 X 2= 20marks)
(a)	Explain the market segmentation strategy of Lays. How does segmentation by lifestyle and region help Lays to maintain the market share?
(b)	Discuss how cultural and sociological factors impact the consumption of OTT content on platforms like Netflix India.
(c)	Analyze how psychological factors affect consumer choice in the electric vehicle (EV) sector in India
<b>Q3</b>	(10 X 2= 20marks)
(a)	Identify the three stages of consumer perception and give an example of how Cadbury India manages perception during festivals.
(b)	Explain how consumer learning influences repeat purchases. Illustrate your answer with reference to Zomato.
(c)	Define Consumer Motivation. List two different types of motivations that explain buying behavior in the luxury fashion industry.
<b>Q4</b>	(10 X 2= 20marks)



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(a)	Explain how the Howard-Sheth Model and the Engel-Kollat-Blackwell Model describe the consumer decision-making process. How do these models help marketers understand consumer behavior?	CO 5 CO 5
(b)	Assume you are a marketing manager for a new smartphone brand. Using the concept of Diffusion of Innovations and Consumer Adoption Process, design a strategy to encourage early adoption.	CO 5
(c)	Define Post Purchase Behaviour and explain the key components that influence consumer satisfaction and dissatisfaction.	
<b>SECTION B (CASE STUDY)</b>		
<b>Q5</b>	(20 marks)	
	<p><b>The Taj Group of Hotels – The Soul of Indian Hospitality</b></p> <p>The Taj Group of Hotels, part of the Tata Group, has been synonymous with luxury, tradition, and Indian hospitality for over a century. From the Taj Mahal Palace in Mumbai to modern properties like Taj Exotica and Vivanta by Taj, the brand represents a perfect blend of heritage and contemporary comfort. In India, Taj is perceived not merely as a hotel brand but as a symbol of prestige, warmth, and personalized service. It has shaped consumer perceptions of luxury combining royal elegance with Indian cultural values.</p> <p>The Taj brand appeals to consumers who value trust, tradition, sophistication, and experience — personality traits that influence their attitudes toward loyalty and preference. Its brand personality can be described as graceful, responsible, and globally admired, reflecting both emotional comfort and status aspiration among Indian travellers.</p> <p><b>Answer the following questions using concepts of consumer perception, personality, and attitude:</b></p> <p>Q1. If the Taj Group of Hotels were an animal, which animal would it be and why? Explain your answer in relation to the brand's perceived personality and how Indian consumers emotionally connect to its image of "luxury with a heart."</p> <p>Q2. If the Taj Group of Hotels were a celebrity, which Indian celebrity would it be and why? Justify your choice by linking the celebrity's traits to Taj's brand personality, the consumer's perception of class and trust, and the attitude of Indian travellers toward legacy luxury brands. Also explain why you chose a male or female connecting your reasoning to gendered perceptions of brand identity.</p>	CO 1,2,3,4,5,6