



III Semester M.B.A. (Day and Eve.) Examination, May/June 2025
(CBCS) (2022-23 and Onwards)
MANAGEMENT

3.4.2 : Consumer Behaviour
Equivalent to 3.4.2 : Consumer Behaviour (Old Scheme)

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** question carries **5** marks.

(5×5=25)

1. Define Consumer Behaviour. Explain the scope of Consumer Behaviour.
2. Discuss the role of motivation in consumer behaviour.
3. Differentiate between consumer perception and learning using a real-time market example.
4. Illustrate rational vs emotional motives with an example from luxury and necessity products.
5. Define consumer innovativeness and provide a recent product example.
6. Define expectancy disconfirmation and explain its role in customer satisfaction.
7. Explain the Buy Grid Model and its application in capital goods purchasing.

SECTION – B

Answer **any three** questions. **Each** question carries **10** marks.

(3×10=30)

8. Explain the different theories of consumer personality with suitable examples.
9. Elaborate Howard Sheth Model of Consumer Behaviour.
10. Discuss the role of social class and cultural factors in influencing consumer behaviour.
11. Write short notes on :
 - a) Diffusion of innovations.
 - b) Attribution theory.

P.T.O.



SECTION – C

12. **Compulsory** – Case study :**(1×15=15)**

Starbucks, the global coffeehouse chain, has transformed the act of drinking coffee into a premium social and personal experience by consistently aligning its brand strategy with evolving consumer behavior. From its humble beginnings in Seattle to becoming a global icon, Starbucks has focused on offering not just a beverage, but a space that fosters connection, personalization, and routine. The brand positioned itself as a “third place” between home and work – a spot to relax, meet friends, or reflect. The Starbucks Rewards program enhances customer loyalty by using app data to offer tailored discounts and suggestions. Starbucks maintains consistency across international markets while customizing products for local tastes, like Matcha in Japan or Masala Chai in India. Ethical sourcing, environmental efforts, and community engagement add to the brand's emotional value. By offering convenience, personalization, and a consistent atmosphere, Starbucks creates a customer experience worth paying for.

Questions :

- a) How does Starbucks use emotional branding to influence consumer behavior ?
- b) What role does the mobile app play in customer retention and personalization ?
- c) How does Starbucks balance global branding with local consumer preference ?