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Total Number of Pages: 02

Course: MBA/IMBA
Sub Code: MBPC4001/16IMN801A

4th/ 8th Semester Regular/Back Examination: 2025-26

SUBJECT: Consumer Behaviour

BRANCH(S): BA, FM, FM&HRM, GM, HCHM, HRM, LSCM, MBA, MBA (A & M), MM, RM, IMBA

Time: 3 Hours

Max Marks: 100

Q. Code: V007

Answer Q1 (Part-I) which is compulsory, any eight from Part-II, and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- What is the Black Box Model in consumer behaviour?
- Define the consumer decision-making process and list its key stages.
- Briefly explain the psychoanalytic theory.
- What is the learning theory?
- Define attitude and mention any one attitudinal model.
- What is the role of reference groups in consumer behaviour?
- Define the term impulsive buying.
- Define family life cycle.
- Who are opinion leaders?
- What is the Engel-Kollat-Blackwell (EKB) model of consumer behaviour?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- Analyse the influence of social groups, social class, and opinion leaders on consumer behaviour. Illustrate with examples.
- Explain cross-cultural consumer behaviour. Why is cross-cultural understanding important for global marketers?
- Describe the consumer decision-making process in detail. What are the major factors influencing each stage of the process?
- Discuss the role of cultural values and the impact of cultural changes on consumer decisions.
- Discuss the structure and role of family in consumer behaviour. Explain the family life cycle and its impact on purchasing decisions.

- f) Explain the concept of attitude and discuss major attitudinal models. How do marketers attempt to change consumer attitudes?
- g) An international fast-food chain modifies its menu in different countries to match local tastes and cultural preferences. Discuss the role of culture and cross-cultural understanding in this strategy. Why is localization important?
- h) Evaluate the impact of social media on consumer behaviour. How has it changed traditional buying patterns?
- i) What is perception, and how does it affect consumer behaviour?
- j) A new beverage brand uses repetitive advertisements and celebrity endorsements to build brand recognition among young consumers. Using learning theory and perception, explain how the company can influence consumer behaviour.
- k) Elaborate the learning theory of consumer behaviour, and how does it influence buying decisions?
- l) Discuss the influence of social groups on buying behaviour.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

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|-----------|---|-------------|
| Q3 | Discuss the major theories of consumer behaviour, including learning theory, psychoanalytic theory, Gestalt theory, and cognitive theory. Explain their implications for marketers. | (16) |
| Q4 | What is the effect of culture and sub-culture on consumer behaviour? Explain various strategies adopted by marketers to deal with cross-cultural environments. | (16) |
| Q5 | Discuss the changing dynamics of consumer behaviour in the digital age. Analyse online consumer behaviour, omni-channel behaviour, and the characteristics of modern consumers (netizens and working women). | (16) |
| Q6 | A customer checks a product online, visits a physical store to experience it, and finally purchases it through a mobile app due to a discount. Analyse this behaviour using the concepts of online consumer behaviour and omni-channel marketing. What challenges do marketers face in such situations? | (16) |

Registration No.:

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Total Number of Pages: 02

Course: MBA
Sub_Code: MBPC4002

4th Semester Regular Examination: 2025-26
SUBJECT: Product & Branding Management
BRANCH(S): BA, FM, FM&HRM, GM, HCHM, HRM, LSCM, MBA, MBA (A & M), MM, RM
Time: 3 Hours
Max Marks: 100
Q.Code: V117

Answer Question No.1 (Part-I) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right-hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- Define product mix.
- What is brand equity?
- What are the five product levels?
- What is idea screening?
- What is New Product Development (NPD)?
- What is the definition of a brand as per the American Marketing Association?
- What is product differentiation?
- What is perceptual mapping?
- What do you understand by Brand Extension?
- What is the difference between a product line and a product mix?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 x 8)

- Describe the innovation of diffusion process.
- Explain the different strategies of Brand Revitalization.
- Packaging plays the role of a silent salesman and promotion agent. Justify.
- What is idea generation? Explain techniques for generating new product ideas?
- Discuss the strategies to grow and sustain brand equity.
- A brand is much more than a product. Explain.
- Brand loyalty leads to Brand equity. Explain.
- Classify consumer-goods on the basis of shopping habits.
- Describe different product-line decisions.
- What is co-branding? Discuss various forms of co-branding.
- Recommend guidelines to make brand positioning effective.
- Describe Customer-Based Brand Equity (CBBE) model.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

(16 x 2)

- Q3** Explain various stages of the Product Life Cycle (PLC) with their characteristic features.
- Q4** Explain the ten attributes of a Brand Report Card as developed by Kevin Keller.
- Q5** Describe the eight stages of the new-product development process.
- Q6** Describe Jean Noel Kapferer's Brand identity prism. Discuss the prism with help of any brand of your choice.