

Code No: 783AN

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA III Semester Examinations, February - 2025

CONSUMER BEHAVIOR

Time: 3 Hours

Max.Marks:60

**Note:** This question paper contains two parts A and B.i) **Part- A** for 10 marks, ii) **Part - B** for 50 marks.

- Part-A is a compulsory question which consists of ten sub-questions from all units carrying equal marks.
- Part-B consists of **ten questions** (numbered from 2 to 11) **carrying 10 marks each**. Each of these questions is from each unit and may contain sub-questions. For each question there will be an “either” “or” choice, which means that there will be two questions from each unit and the student should answer either of the two questions.

**PART - A****(10 Marks)**

- 1.a) Define Consumer Behaviour. [1]
- b) How does economic instability affect consumer purchasing patterns? [1]
- c) What is the impact of cross-cultural consumer behavior on global marketing strategies? [1]
- d) How does the Family Decision-Making Model explain households purchase decisions? [1]
- e) Define consumer motivation and provide an example of how businesses use it in marketing. [1]
- f) What are the key components of attitude formation in consumer behavior? [1]
- g) What is problem recognition? [1]
- h) List and briefly describe two models of consumer decision-making. [1]
- i) What is Consumerism? [1]
- j) Define responsible advertising and provide an example. [1]

**PART – B****(50 Marks)**

- 2.a) Discuss the research process in understanding consumer behavior. [10]
- b) Examine consumer behaviour towards the branded products with an example. [5+5]

**OR**

3. Discuss the strategies to be adopted by FMCG companies to attract rural consumers and build brand loyalty. Illustrate. [10]

4. Discuss the influence of culture, sub-culture and personality on consumer behavior. [10]

**OR**

5. Discuss the key components of the Howard Sheth Model of consumer behavior. [10]

- 6.a) Analyze the process of consumer perception. [10]
- b) Illustrate the concept of personality, self-concept in consumer behaviour. [5+5]

**OR**

- 7.a) Discuss the role of information processing in consumer decision-making. [10]
- b) Examine the causes of changing attitudes of individual consumers. [5+5]

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8.a) Explain the consumer decision-making process with suitable example.

b) Illustrate the concept of diffusion of innovation.

[5+5]

**OR**

9. Examine the importance of post-purchase behavior in shaping consumer loyalty and brand perception. Illustrate with suitable examples.

[10]

10.a) Analyze the role of consumer information in ethical marketing.

b) Illustrate the marketer respond to consumer issues with a suitable example.

[5+5]

**OR**

11.a) Discuss how ethical considerations influence marketing towards consumers.

b) Describe the concept of consumer safety with an example.

[5+5]

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