

**Scheme of Evaluation  
Internal Assessment Test 1– Jan-2024**

**Sub:** **Consumer Behaviour**

**Code:** 22MBAMM303

Date: 7-03-25 Duration: 90mins Max Marks: 50 **Sem:** I

**Branch:** MBA

**Note:** Part A - Answer Any Two Full Questions (20\*02=40 Marks)

Part B - Compulsory (01\*10= 10marks)

Part	Question #	Description	Marks Distribution	Max Marks
<b>A</b>	1	a) What is Consumerism? Explain in brief.	Consumerism is the cultural and economic ideology that encourages the acquisition of goods and services in ever-increasing amounts. It promotes the idea that personal happiness and social status can be achieved through the consumption of products, often driving individuals to prioritize material possessions over other aspects of life.	3
		b) Discuss the Consumer Movement in India, and how it has evolved over time.	Here are the key points in its evolution:  1.Pre-independence (Before 1947) 2. Post-independence (1947-1970s) 3. 1970s - 1980s: Initial Awareness and Growth 4. 1990s: Legal Framework and Globalization 5. 2000s-Present: Digital Age and Consumer Empowerment.	7
		c) Outline the role of consumer rights in protecting the interests of consumers in India, with examples from the Consumer Protection Act.	Consumer Protection Act, 2019  1.Right to Safety 2.Right to be Informed 3. Right to Choose 4. Right to be Heard 5. Right to Redressal	10
	2	a) What are the different levels of consumer decision making?	The different levels of consumer decision-making are:  1.Routine/Automatic Decision Making 2. Limited Decision Making 3. Extensive Decision Making	3

		b)	Explain the Howard Sheth Model of consumer behavior.	Here are the key points of the model 1.Input Variables 2.Perceptual and Learning Processes 3. Input-Output Relationships 4. Hypothetical Constructs 5. Decision Making	7	
		c)	Compare and contrast the Howard Sheth Model and the Engel-Kollat-Blackwell Model of consumer behavior.	Here are the key points of comparison: 1. Focus and Purpose 2. Model Structure 3. Consumer Decision-Making 4. Role of Information Processing 5. Role of External Influences 6. Theoretical Approach 7. Complexity and Applicability	10	
	3	a)	What is the relationship between motivation and goal setting? key points	Here are the key points 1.Motivation Drives Goal Setting 2.Goals Enhance Motivation 3. Intrinsic vs. Extrinsic Motivation 4. Goal Achievement Fuels Motivation 5. SMART Goals	3	20 M
		b)	Explain the concept of brand personality and its impact on consumer behavior.	Just as people have personalities, brands do too 1.Emotional Connection 2.Differentiation 3.Influences Buying Decisions 4.Trust and Consistency 5.Brand Loyalty	7	
		c)	Summarize the concept of perceived risk, its types, and how consumers manage it in purchasing decisions.	Types of Perceived Risk: 1.Functional Risk 2.Financial Risk 3.Physical (or Safety) Risk 4.Psychological Risk 5.Social Risk	10	

		A)	How do external influences, such as online reviews and recommendations from friends, impact consumer decision-making?	<p>Here are the key points</p> <ol style="list-style-type: none"> <li>1.Trust and Credibility</li> <li>2.Social Proof</li> <li>3.Emotional Influence</li> <li>4.Perceived Value and Quality</li> <li>5.Perceived Value and Quality</li> </ol>	10	10 M
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