

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

Sub: **Consumer Behaviour**

Code: 22MBAMM303

15-04-
Date: 25 Max
Duration: 90mins 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
A	1	a) Define consumer learning.	Consumer learning is the process by which individuals acquire the knowledge and experience related to purchasing and consuming products. It influences future buying behavior through repeated exposure and interaction.	
		b) Explain the marketing applications of behavioral learning theories.	<p>The marketing applications of behavioral learning theories presented as clear headlines:</p> <ol style="list-style-type: none"> Classical Conditioning in Advertising <ul style="list-style-type: none"> Associating brands with positive emotions or stimuli. Operant Conditioning through Rewards <ul style="list-style-type: none"> Reinforcing purchases with discounts, loyalty points, or freebies. Repetition to Enhance Brand Recall <ul style="list-style-type: none"> Frequent exposure to ads strengthens memory and preference. Shaping Consumer Behavior <ul style="list-style-type: none"> Gradually guiding customers toward desired behavior using incentives. Stimulus Generalization for Brand Extensions <ul style="list-style-type: none"> Leveraging brand image across new products or categories. 	

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		c)	Discuss in detail the elements of consumer learning and their impact on marketing strategies.	<ol style="list-style-type: none"> 1. Motivation: The Driving Force Behind Learning 2. Cues: Stimuli That Guide Consumer Responses 3. Response: The Reaction Triggered by Cues 4. Reinforcement: Strengthening Consumer Behavior 5. Retention and Memory: Storing Learned Information 		
	2	a)	Define social class and mention any two features of social class.	Social class is a division of society based on social and economic status. Two features of social class are: it is hierarchical and allows social mobility.		
		b)	Explain the five social-class categories in India with examples.	<p>social-class categories in India with examples,</p> <ol style="list-style-type: none"> 1. Upper Class – The Wealthy Elite 2. Upper Middle Class – The Affluent Professionals 3. Middle Class – The Aspiring Majority 4. Lower Middle Class – The Struggling Service Providers 5. Lower Class – The Economically Disadvantaged 		
		c)	Discuss the features of social class and explain how social class influences consumer behavior.	<ol style="list-style-type: none"> 1. Hierarchical Structure Based on Socioeconomic Status 2. Shared Values and Norms Within Classes 3. Influence on Buying Patterns and Brand Preferences 4. Impact on Media Consumption and Advertising Response 5. Role in Lifestyle and Product Perception 		
	3	a)	What is opinion leadership, and why is it important in marketing?	Opinion leadership refers to the influence certain individuals have over others' attitudes or behaviors due to their credibility or expertise. It's important in marketing because these influencers can shape consumer decisions and drive		

				product adoption.		
		b)	Explain the measurement techniques used to identify opinion leaders in a market.	1.Sociometric Method 2. Key Informant Method 3.Self-Designation Method 4. Observation Method 5. Influence Metrics on Digital Platforms		
		c)	Elaborate on the diffusion process of innovations and the factors influencing it	1. Understanding the Diffusion of Innovations: From Creation to Adoption 2. The Role of Innovators and Early Adopters in Driving Change 3. Social Systems and Communication Channels as Catalysts 4. Perceived Attributes of Innovation: The Heart of Adoption Decisions 5. Environmental, Cultural, and Economic Factors Influencing Diffusion		
		A)	XYZ Electronics launched a new AI-powered smart speaker but initially faced low sales. After analyzing consumer behavior, they implemented an educational campaign using social media demos and influencer reviews. Consumers gradually understood the product's benefits, leading to increased adoption. The company also offered free trials, reinforcing positive experiences. As a	<i>How did consumer learning influence XYZ Electronics' marketing strategy, and what key tactics helped increase product adoption?</i> 1.Understanding Consumer Needs 2. Tailored Messaging 3. Hands-on Experience and Demos 4. Social Proof and Reviews 5. Continuous Feedback and Iteration		

			result, brand loyalty and word-of-mouth recommendations boosted sales significantly.			
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