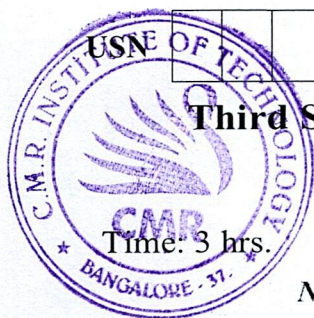


CBCS SCHEME

MBAMM313



Third Semester MBA Degree Examination, Dec.2025/Jan.2026 Consumer Behavior

Max. Marks: 100

- Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.
3. M : Marks , L: Bloom's level , C: Course outcomes.*

			M	L	C
Q.1	a.	What is Consumer Behavior?	3	L1	CO1
	b.	State the rights and responsibilities of consumers in India.	7	L1	CO1
	c.	Explain the Input-Process-Output (IPO) Model of consumer behavior.	10	L2	CO2
Q.2	a.	What is Consumer Decision Making?	3	L2	CO2
	b.	Explain the consumer buying decision process.	7	L2	CO2
	c.	Explain the consumer research process.	10	L1	CO1
Q.3	a.	Define perception in consumer behavior.	3	L3	CO3
	b.	Explain personality and self-concept in consumer behavior.	7	L3	CO3
	c.	Discuss the Nicosia Model of consumer behaviour.	10	L2	CO2
Q.4	a.	What is Family Life Cycle (FLC)?	3	L3	CO3
	b.	Discuss Maslow's hierarchy theory.	7	L3	CO3
	c.	Explain the dynamics of husband-wife decision making in family purchases.	10	L3	CO3
Q.5	a.	What is opinion leadership?	3	L3	CO3
	b.	Briefly explain the types of consumer-relevant reference groups.	7	L4	CO4
	c.	Explain the adoption process in diffusion of innovation.	10	L4	CO4
Q.6	a.	What is cross-cultural consumer analysis?	3	L4	CO4
	b.	Explain the characteristics of culture.	7	L3	CO3

	c.	Explain the importance of customer satisfaction measurement in CRM.	10	L4	CO4
Q.7	a.	Define Customer Relationship Management.	3	L4	CO4
	b.	What is the process of acquiring customers under CRM?	7	L4	CO4
	c.	Bring out the influence of social class on consumer behavior in India.	10	L4	CO4
Q.8	CASE STUDY : (Compulsory)				
	<p>A global food & beverage company launched a ready-to-eat breakfast cereal brand across India, positioning it as a <i>healthy, convenient, western-style breakfast</i>. The product, packaging, advertising visuals, and promotional messages were standardized nationwide. Advertisements showed nuclear families eating cereal with cold milk in modern kitchens, supported by English slogans and celebrity endorsements. Initially, the brand performed well in metros like Bengaluru, Mumbai, and Delhi, but sales were significantly lower in Tier-2 towns and semi-urban markets across North and South India.</p> <p>Market feedback revealed that many consumers in these regions preferred hot, freshly prepared breakfasts such as idli, dosa, poha, or paratha. Some consumers perceived cold cereal as unsuitable for children and elders, while others found the messaging culturally distant. Language barriers, regional taste preferences, religious food beliefs, and family-oriented eating habits influenced purchase decisions. Despite aggressive promotions, repeat purchases remained low outside metros, forcing the company to re-examine its cross-cultural marketing approach within India.</p> <p>Questions :</p>				
	a.	Identify and explain the cross-cultural consumer problems faced by the company in the Indian market.	10	L4	CO4
	b.	Based on the case, suggest cross-cultural marketing strategies the company should adopt for success in India.	10	L4	CO4

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