MB-118B

Sl.No. :

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Third Semester M.B.A. Degree Examination, May - 2025
(SLM Scheme) (NON CBCS)
MANAGEMENT
Elective - B : Marketing
Consumer Behaviour & Marketing Research

Time : 3 Hours **Max. Marks : 80**

Instruction: Answer all the sections.

SECTION - A

Answer any five sub-questions. Each sub-question carries three marks :[5 × 3 = 15]

Q1 a) Enumerate the factors influencing Consumer behavior.

b) Explain the concept of culture in consumer behavior context.

c) What do you understand by consumer dissonance?

d) Define Black box model in consumer behavior.

e) What is psychographic analysis?

f) What do you mean by Group Dynamics?

g) Explain any three types of Marketing research.

SECTION - B

Answer any four questions. Each question carries five marks : [4 × 5 = 20]

Q2. Explain the model of consumer behavior based on stimulus - response.

Q3. Explain the Maslow's theory of hierarchy of needs and its relevance to consumer behavior.

Q4. How is perception measured in consumers? Explain any one method in detail.

Q5. Discuss the role of socio-cultural dimensions in consumer behavior.

Q6. How does the environment impact the marketing decisions?

Q7. Discuss the characteristics and uses of Howared- Sheth model.

SECTION - C

Answer any three questions. Each question carries ten marks : [3 × 10 = 30]

Q8. Design a mailing questionnaire for surveying the psychological variables involved in purchase decision of individual consumers.

Q9. Evaluate for & against of consumer decision making through online reviews.

Q10. What ethical considerations should be taken into account when conducting marketing research involving human participants?

Q11. Explain in detail how can businesses effectively identify and segment their target market through marketing research?

Q12. Enumerate Webstar & Wind consumer behavior model.

SECTION - D

Q13. Case (Compulsory). **[1 × 15 = 15]**

In a recent study examining consumer behavior in the fast-food industry, researchers focused on the impact of health consciousness on purchasing decisions. The study analyzed data from surveys conducted among various demographics, revealing a significant shift in preferences towards healthier menu options. Consumers aged 18-34 expressed a strong inclination to choose items labeled as "low-calorie" or "organic," even if they were priced higher than traditional offerings. This trend was particularly pronounced among urban dwellers who cited health and wellness as primary motivators for their food choices. Additionally, social media influence played a crucial role, with many respondents indicating that online reviews and influencer endorsements significantly swayed their decisions. The findings suggest that fast-food chains must adapt their marketing strategies to align with evolving consumer values, emphasizing transparency and health-focused messaging to attract this growing segment of health-conscious customers.

Questions :

a) What demographic factors were identified as significant in the preference for healthier menu options?

b) In what ways do social media and influencer endorsements affect consumer choices in the fast-food industry?

c) How can fast-food chains adapt their marketing strategies to meet the demands of health conscious consumers?