MBSC-3.3B

Sl. No.

III Semester M.B.A. Degree Examination, May/June - 2026

MANAGEMENT

Elective : B : Marketing

Consumer Behaviour and Marketing Research

(CBCS SLM Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any FIVE questions. Each question carries Five marks. (5×5=25)

1. Define Consumer Behaviour and explain its nature and significance in marketing.
2. Explain the impact of reference group on consumer buying behaviour.
3. Differentiate between consumer perception and consumer learning.
4. Discuss the environmental influences on consumer behaviour.
5. Write an explanatory note on group dynamics and opinion leadership.
6. Briefly explain Gestalt approach to consumer behaviour.
7. Explain the buying behaviour implication in marketing.

SECTION - B

Answer any Four questions. Each question carries Ten marks (4×10=40)

8. Discuss the role of motivation in consumer attitude formation and change.
9. Explain the influence of culture and subculture on consumer behaviour.
10. Discuss the EKB Model of consumer behaviour.
11. Explain rural consumer behaviour and its characteristics.
12. Describe the process and applications of marketing research.
13. Discuss the importance and risks involved in Marketing Information Systems.

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SECTION - C

14. Case (Compulsory). **(1×15=15)**

In a competitive e-commerce environment, an online fashion retailer noticed a decline in repeat purchases from existing customers. The marketing team decided to conduct market research to understand consumer buying behaviour. They collected data on factors like website experience, delivery speed, product quality, and customer service. Based on their analysis, they planned to introduce personalized recommendations and loyalty programs. The management is keen to know if these changes will influence customer satisfaction and retention.

Questions:

a) Identify the type of marketing research used in this case.

b) Suggest two methods to collect customer feedback.

c) Explain how consumer decision - making models can be applied here.
