MBSC-3.3B

Sl. No.

III Semester M.B.A. Degree Examination, October/November - 2025

MANAGEMENT

Consumer Behaviour and Marketing Research (Elective-B)

(CBCS, SLM Scheme)

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

SECTION - A

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

1. Discuss the objectives of marketing research.

2. Briefly explain Maslow's need hierarchy theory.

3. Briefly explain the diffusion of innovation.

4. What are the factors influencing the consumer decision making?

5. Write a note on the categories of e-commerce.

6. Briefly explain the concept of black box model.

7. Discuss in detail the application of consumer behaviour in marketing.

SECTION - B

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

8. Elaborate the individual determinants of consumer behaviour.

9. Discuss the challenges and difficulties in understanding the consumers.

10. Explain the socio-cultural factors influence on consumer behavior.

11. Discuss the cognitive theory.

12. Explain the EBM Model with diagram.

13. Discuss the components of marketing information system.

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SECTION - C

14. Case (Compulsory). **(1×15=15)**

Tata Motors, an Indian automobile manufacturer, launched the Tata Nano in 2008 as the world's cheapest car. The Nano was designed as a budget-friendly mode of transportation for the masses.

Tata Motors assumed that all low-income consumers would prioritize affordability over other factors. However Nano's low price created a perception of low quality and unreliability. Consumers associated the car with cheap materials and poor performance.

The Nano's small size and unconventional design evoked negative stereotypes and social stigma. Some consumers considered it too small and embarrassing to drive.

Tata Motors promised a spacious and fuel-efficient car, but the Nano failed to meet these expectations. Consumers found it cramped and not as fuel-efficient as advertised. With no unique selling proposition beyond its low price, the Nano failed to differentiate itself from other affordable cars.

Consequences:

- **Low Sales**: The Nano performed poorly in the market, with sales far below expectations.
- **Brand Damage:** The negative perception of the Nano damaged Tata Motor's brand image and reputation.
- **Financial Losses:** Tata Motors incurred significant financial losses due to low sales and high production costs.

Questions:

a) What strategy you would have suggested to promote TATA Nano Car?

b) How would you promote a low cost car to Indian market without affecting sentiments of low income consumers?
