



QP CODE: 26802195



26802195

Reg No :

Name :

MBA DEGREE EXAMINATION, MAY 2026

Fourth Semester

MASTER OF BUSINESS ADMINISTRATION

ELECTIVE - 24MB04FE18 - CONSUMER BEHAVIOUR

2024 ADMISSION ONWARDS

2A2250EA

Time: 3 Hours

Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries **2** marks.*

1. Differentiate between cultural factors and social factors influencing consumer buying decisions.
2. Define personal values in consumer behaviour.
3. Explain how cultural values influence advertising themes in India.
4. Give one example of how a reference group can influence buying decisions.
5. Explain how purchasing decisions change in the 'young married' stage.
6. Explain the evolution of consumerism in India.
7. Explain the role of digital platforms in enhancing consumer protection.

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries **6** marks.*

8. Explain the 5-stage model of consumer buying decision process.
9. Discuss the Engel-Kollat & Blackwell model and its stages.
10. Explain the role of Maslow's hierarchy of needs in influencing consumer motivation.
11. Explain how cultural norms affect consumer decision-making in family purchases.
12. Explain the role of social class in consumer behaviour.
13. Explain the role of joint family structure in influencing consumer behaviour in India.
14. Explain the importance of affordability and accessibility in serving BoP markets.

(5×6 = 30 Marks)





Part C

Answer any **two** questions. Each question carries **10** marks.

Question number 17 is compulsory .

15. Discuss how self-concept and self-image affects brand loyalty in the automobile sector.
16. Apply the family life cycle concept to suggest marketing strategies for a life insurance company.

Compulsory Question

17. After the Maggi controversy, Patanjali Ayurved promoted its noodles as “healthier and chemical-free.” Later, food authorities questioned some claims and asked for clarification. Questions:
 1. Explain how misleading advertisements violate consumer rights.
 2. Analyze: Analyze the impact of such claims on consumer trust and buying behaviour.
 3. Evaluate: Suggest actions regulatory bodies should take to protect consumers.

(2×10 = 20 Marks)

