



QP CODE: 26802249



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Reg No :

Name :

MBA DEGREE REAPPEARANCE EXAMINATION MAY 2026

Fourth Semester

MASTER OF BUSINESS ADMINISTRATION

ELECTIVE - MB810408 - CONSUMER BEHAVIOUR

2019 ADMISSION ONWARDS

6A6B7F37

Time: 3 Hours

Maximum Marks: 60

Part A

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

1. What Is the role of Marketing Research in Consumer Behaviour ?
2. List out the advantages of online marketing.
3. What do you mean by other-directedness?
4. Explain the term 'motivation'.
5. Explain Consumer Ethnocentrism.
6. What is a reference group?
7. What are the advantages of consumerism?

(5×2 = 10 Marks)

Part B

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

8. Discuss the main internal and external influences that could affect organisational decisions.
9. Explain the Maslow's theory of hierarchy of needs and its relevance to consumer behavior.
10. Distinguish between Neo-Freudian personality theory and trait theory and summarise their importance to understanding consumer behaviour.
11. Discuss the main factors which can influence the way consumer perceive products and services available in the marketplace.
12. Distinguish between formal and informal communications and identify the conditions to effective communications.





13. How does the family influence the consumer socialization of children? What role does television play in consumer socialization?
14. What are the characteristics of Indian consumer?

(5×6 = 30 Marks)

Part C

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

Question number 17 is compulsory .

15. Define personality. State the types.
16. Explain Maslow"s hierarchy of needs theory in view of consumer behavior and discuss its marketing implications.

Compulsory Question

17. Amway's Relationship with Stakeholders Amway is one of the largest direct sales companies in the world. It continues to be a family owned business which was founded in 1959. Today, it employs 14,000 people worldwide and markets over 450 product lines. Its vision is to help people lead better lives. Its success is largely due to its three million ABOs (Amway Business Owners) spread across 80 countries. Thanks to Amway, these people have a business of their own. The only shareholders of Amway are the families that own Amway. The communication channels used by Amway to communicate regularly with its internal and external stakeholders are websites, email, events, publications and membership of trade bodies. Amway sells directly to consumers, without the presence of retail outlets. It has its own supply chain through the ABOs. Amway seeks regular feedback from the ABOs and customers to find out how well it is doing and to improve service. The ABOs are independent small businesses, but depend on Amway suppliers to produce quality products. Amway's involvement with communities is a part of its vision to 'help people lead better lives'. It promotes its corporate social responsibility (CSR) all over the world. Corporate social responsibility at Amway involves supporting social causes, acting in an ethical manner by making good products and supporting its stakeholders in a number of ways. For example, Amway has partnered with the children's charity UNICEF. It helps provide vaccinations to fight the world's six most deadly diseases. It has chosen this charity because of its ABOs' concern about families. Ethical businesses get actively involved in improving the communities where they work. Amway's business ethics not only provides a clear framework within which to work, but also gives it a positive business advantage. Its 'One by One' program is good for both the environment and for business. This program supports organic farming, seeks to reduce waste and packaging and to switch to renewable energy sources. There is a cost involved in these practices, but this can be balanced against the benefits derived by both the business and the community. Amway has to balance the needs of its many different stakeholders. It sets high standards of ethics and codes of conduct, in order to make sure that these are upheld. Its CSR





program helps the environment, its own employees and underprivileged children all around the world.

Question

Question 1:- Who are the external stakeholders that Amway communicates with?

Question 2:- What communication channels would you recommend to Amway, apart from what is mentioned in the case and why?

Question 3:- Stakeholders are the consumer of Amway. Comment.

(2×10 = 20 Marks)

