

MAHATMA GANDHI UNIVERSITY KOTTAYAM

BBA HONOURS MODEL QUESTION PAPER

MG5DSEBBA301 CONSUMER BEHAVIOUR

Duration 2 Hours

Maximum Marks 70

Part A

Short Answer Questions

Answer either A or B from each question. Each answer should be written in four to five sentences.

- 1 a) Define consumer behaviour and state any two characteristics that explain its nature. [K], [CO1]
- OR
- 1 b) Explain any two ways in which consumer behaviour help marketers. State one limitation of consumer-behaviour analysis. [U], [CO1]
- 2 a) In a family, the mother orders a laptop online, the father pays for it and their daughter uses it for her studies. Distinguish among the buyer, customer and user in this situation. [A], [CO2]
- OR
- 2 b) A child requests a breakfast cereal, an older sibling compares brands, the parents select and pay for it, and all family members consume it. Identify any four buying roles evident in the situation. [A], [CO2]
- 3 a) Anu needs a smartphone for work, prefers a familiar brand, listens to colleagues and parents, and buys during a festival discount. Identify any five internal and external factors influencing her decision. [A], [CO3]
- OR
- 3 b) A student buys shoes approved by close friends, follows the style of a famous athlete and avoids a brand associated with a group she dislikes. Identify the three types of reference groups evident in the situation. [A], [CO3]
- 4 a) Differentiate between functional value and hedonic value. Give one consumer example of each. [U], [CO1]
- OR
- 4 b) Explain the relationship between customer satisfaction and customer loyalty. Why may a satisfied customer still change brands? [U], [CO1]
- 5 a) A beverage brand repeatedly uses the same musical signature, rewards repeat purchases and shows consumers learning through demonstrations. Identify the three learning processes used by the brand. [A], [CO4]
- OR
- 5 b) One consumer buys salt routinely, another compares a few mixer grinders, and a third conducts an extensive search before purchasing a house. Identify the level of involvement shown by each consumer. [A], [CO4]

[5 x 3 = 15]

Part B

Short Essay Questions

Answer either A or B from each question.

- 6 a) A clothing retailer is shifting from a store-centered model to an integrated website, mobile application and social-media presence. Explain how digital transformation may change consumer search, comparison, purchase and post-purchase behaviour. [U], [CO1]
OR
- 6 b) An online marketplace publishes false reviews, hides mandatory charges until checkout and refuses to assist customers who receive defective products. Identify the unethical practices and explain the consumer rights affected under the Consumer Protection Act 2019. [U], [CO1]
- 7 a) Explain any five important changes in the profile of Indian consumers in the post-liberalisation and digital era. Illustrate your answer with suitable examples. [U], [CO2]
OR
- 7 b) A start-up plans to introduce a millet-based snack but is uncertain about preferred flavours, price and package size. Recommend suitable consumer-research methods and explain how the findings can support its marketing decisions. [A], [CO2]
- 8 a) A student recognises the need for a laptop, searches online, compares alternatives, purchases one and later posts a review. Apply the stages of the consumer decision-making process to this situation. [A], [CO2]
OR
- 8 b) A hospital plans to purchase a new diagnostic system. Doctors evaluate clinical usefulness, technicians assess operating requirements, finance officers examine cost and senior management gives approval. Explain the buying centre and identify the organisational buying roles evident in the case. [A], [CO2]

[3 x 5 = 15]

Part C

Long Essay Questions

Answer either A or B

- 9 a) Analyse the consumer decision-making process in detail. Explain how internal and external factors influence each stage from problem recognition, information search and evaluation of alternatives to purchase decision and post-purchase behaviour. [An], [CO3]
OR
- 9 b) A new lifestyle brand plans to use social media influencers as a major part of its marketing strategy to reach young consumers and build its presence in a competitive market. Apply the concept of influencer marketing to explain why this approach has become increasingly popular. Discuss the major reasons for the growth of influencer marketing in India. How can the brand use it effectively to influence consumer behaviour and achieve its marketing objectives? Explain with example. [A], [CO3]

[1 x 20 = 20]

Part D

Compulsory Case Study

- 10 Apex Motors, a high-end automobile manufacturer, recently introduced the "Terra GT," an electric SUV. Apex historically catered to rugged, outdoor-oriented drivers. However, for the Terra GT, marketing framed the vehicle as "Sophisticated Luxury for the Elite Professional." Apex priced it at \$85,000, placed advertisements in high-end business journals, and selected minimalist, gallery-style showrooms with highly formal sales staff.

Simultaneously, Lumina Tech released a smart home assistant called "EchoSphere." During its pre-launch, Lumina ran high-energy TV spots featuring energetic music and humorous scenarios to drive engagement. However, in the first month post-launch, customers suffered frequent server outages and app crashes. While early buyers found the advertisements fun, overall reviews plummeted due to reliability failures.

A perceptual mapping analysis comparing Terra GT, EchoSphere, and key competitors revealed the following positioning insights:

- *Terra GT*: Consumers perceived it as overpriced and excessively formal, leaving a gap in its traditional "rugged, highly durable utility" space. Existing Apex owners expressed confusion over who the brand was trying to be.
- *EchoSphere*: Consumers rated the product high on "Excitement" due to its advertising, but exceptionally low on "Competence" due to functional failures.

Questions

- a. Explain the elements of the consumer perception process in the context of Apex's Terra GT. How did Apex's marketing mix cues (use 4 Ps of marketing) lead to perceptual distortion among traditional Apex customers?
- b. Based on the case, analyse how Apex can use perceptual mapping for Market Segmentation and Brand Repositioning to address customer confusion.
- c. Using Aaker's Brand Personality framework, contrast Lumina Tech's marketing image with its real product performance. What identity conflict did this create for consumers? What are the long-term consequences on consumer attitudes and learning when communication and service experiences contradict each other?

[An],[CO4]

[1 x 20 = 20]