

A-1367

Total Pages : 3

Roll No.

MS-503

Master of Business Administration (MBA)

Consumer Behaviour

Examination February, 2026

Time : 2:00 Hrs.

Max. Marks : 70

Note :- This paper is of Seventy (70) marks divided into Two (02) Sections 'A' and 'B'. Attempt the questions contained in these Sections according to the detailed instructions given therein. *Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.*

Section-A

Long Answer Type Questions (2×19=38)

Note :- Section 'A' contains Five (05) Long-answer type questions of Nineteen (19) marks each. Learners are required to answer any *two* (02) questions only.

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(1)

P.T.O.

1. Explain how segmentation, targeting, and positioning (STP) can match customer behavior patterns with marketing strategies ?
2. Describe how consumer perception affects brand positioning ? How can marketers control perceptual biases that influence how consumers make decisions ?
3. How does behavioral, affective, and cognitive factors combine to influence how individuals feel about a brand ?
4. Analyse how customer behaviour in international marketplaces is influenced by cultural characteristics ?
5. Explain the various models of Consumer Behaviour.

Section–B

Short Answer Type Questions (4×8=32)

Note :- Section ‘B’ contains Eight (08) Short-answer type questions of Eight (08) marks each. Learners are required to answer any *four* (04) questions only.

1. Write a short note on Pyramid Model of CRM.
2. Briefly explain the significance of Maslow’s hierarchy model with respect to consumer decision-making.

3. Write a brief note on Consumer decision-making process.
4. Describe in brief the Roger Diffusion Curve. Give an example.
5. Write in brief the Market Segmentation process.
6. Describe how customer attitudes are formed.
7. Examine the difference between operant conditioning and classical conditioning techniques for consumer learning.
8. Define the terms Selective Exposure, Selective Attention, Perceptual Defense.
