QP Code: SN23BBA049 | Reg. No | | | | | | | | | | | AR23

GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY, ODISHA, GUNUPUR

(GIET UNIVERSITY)

B. B. A (Fifth Semester Regular) Examinations, November, 2025

23BBAPC35001 – Consumer Behaviour

Time: 3 hrs | Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A **(2 x 10 = 20 Marks)**

Q.1. Answer ***ALL*** questions	CO #	Blooms Level
a. What is the role of psychology in understanding consumer behaviour?	CO1	K1
b. How does culture influence consumer behaviour?	CO1	K2
c. What is the difference between motive and motivation?	CO2	K1
d. What is meant by self-image congruence?	CO3	K1
e. State two types of perceived risk.	CO3	K1
f. Define consumer perception.	CO4	K1
g. What is brand loyalty in relation to consumer learning?	CO4	K1
h. What is Fishbein's model?	CO5	K1
i. State any two barriers to effective communication.	CO6	K1
j. Define persuasive communication.	CO6	K1

PART – B **(8 x 5 = 40 Marks)**

Answer ***all*** the questions	Marks	CO #	Blooms Level
2.a. Explain with examples how social and cultural factors shape consumer behaviour.	8	CO1	K2
(OR)			
b. Describe how consumer behaviour impacts segmentation, targeting, and positioning (STP) decisions of a marketer with suitable illustrations.	8	CO1	K2
3.a. Explain **Maslow's Hierarchy of Needs Theory** and its relevance to consumer behaviour with examples.	8	CO2	K2
(OR)			
b. Analyze the interrelationship between motivation, personality, and consumer decision-making.	8	CO2	K4
4.a. Explain the elements of perception and their role in shaping consumer behaviour.	8	CO3	K2
(OR)			
b. How do consumer experiences and expectations influence perception of brands? Explain with examples.	8	CO3	K2
5.a. Compare and contrast behavioural and cognitive learning theories.	8	CO4	K4
(OR)			
b. Define attitude and explain the components of attitude with suitable examples.	4	CO4	K2
c. Explain the theory on **Fishbein's Multi-Attribute Model of Attitude**.	4	CO5	K2
6.a. Explain the post-purchase stage and its importance in building long-term customer relationships.	8	CO6	K2
(OR)			
b. Explain how Integrated Marketing Communication (IMC) enhances consumer response and brand loyalty.	8	CO6	K2

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