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**Gandhi Institute of Engineering and Technology University, Odisha, Gunupur
(GIET UNIVERSITY)**

M.B.A. (Third Semester) Regular Examinations, November – 2025

23MBAPC23002 -Consumer Behaviour

(MBA)



Time: 3 hrs

Maximum: 60 Marks

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

PART – A

(2 x 5 = 10 Marks)

Q.1. Answer *ALL* questions

- | | CO # | Blooms
Level |
|--|------|-----------------|
| a. Identify two bases of market segmentation. | CO1 | K1 |
| b. What do you mean by self-concept in consumer behaviour? | CO2 | K2 |
| c. Define social media marketing. | CO3 | K1 |
| d. How is culture learned? Discuss. | CO4 | K2 |
| e. What is diffusion of innovation? | CO5 | K1 |

PART – B

(10 x 5 = 50 Marks)

Answer *all the* questions

- | | Marks | CO # | Blooms
Level |
|---|-------|------|-----------------|
| 2. a. Discuss the effect of digital technology on consumer buying decisions. | 5 | CO1 | K2 |
| b. Apply the notion of behavioural targeting to e-commerce marketing. | 5 | CO1 | K3 |
| OR | | | |
| c. Discuss the segmentation, targeting and positioning strategy for a technology-based product. | 10 | CO1 | K2 |
| 3. a. Analyze the process of perceptual selection and interpretation. | 6 | CO2 | K4 |
| b. Discuss the elements of perception with examples. | 4 | CO2 | K2 |
| OR | | | |
| c. Explain the dynamics of consumer motivation with suitable examples. | 5 | CO2 | K2 |
| d. Discuss the elaboration likelihood model of attitude change. | 5 | CO2 | K2 |
| 4. a. Discuss the difference between traditional and digital advertising media. | 5 | CO3 | K2 |
| b. Explain the process of word-of-mouth communication in marketing. | 5 | CO3 | K2 |
| OR | | | |
| c. Apply diffusion of innovation theory to explain the adoption of a new technology product. | 6 | CO3 | K3 |
| d. Explain the role of consumers in social media marketing. | 4 | CO3 | K2 |
| 5. a. Analyze how family decision-making influences product purchases. | 6 | CO4 | K4 |
| b. Compare the buying behaviour of upper and lower social classes. | 4 | CO4 | K4 |
| OR | | | |
| c. Discuss the cultural dynamics of emerging markets in influencing consumption. | 5 | CO4 | K2 |
| d. Discuss the concept of acculturation in global consumer behaviour. | 5 | CO4 | K2 |
| 6. a. Compare innovators and early adopters in the diffusion process. | 5 | CO5 | K4 |
| b. Explain the key principles of marketing ethics. | 5 | CO5 | K2 |
| OR | | | |
| c. Evaluate the role of consumer decision-making models in strategic marketing planning. | 10 | CO6 | K5 |

End of Paper