

**GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY, ODISHA, GUNUPUR
(GIET UNIVERSITY)**



M.B.A. (Third Semester) Regular Examinations, January- 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. Define Segmentation.	CO1	K1
b. Write the 4 methods of consumer retention.	CO2	K1
c. Define Stereotyping.	CO2	K1
d. Define self-image.	CO2	K2
e. Define AIO.	CO3	K2

PART – B**(10x5=50 Marks)**Answer **ALL** questions

	Marks	CO #	Blooms Level
2. a. Discuss the factors which influence consumer decision making. (OR)	10	CO2	K3
b. Explain the Maslow's need hierarchy theory of motivation.	10	CO3	K2
3.a. Give impact of consumer personality on consumer behaviour. (OR)	10	CO4	K1
b. Explain the influences of culture & Family on Consumer decision Making.	10	CO1	K3
4.a. Explain the elements of consumer perception. (OR)	10	CO2	K2
b. Describe the social psychological theory of consumer personality.	10	CO3	K2
5.a. What is Family life cycle? Explain the different stages of Family life cycle. (OR)	10	CO2	K1
b. Describe the factors effecting Reinforcement Group Influencers.	10	CO1	K3
6.a. Write the elements of consumer Learning? Explain Classical Conditioning theory. (OR)	10	CO3	K2
b. Define attitude and discuss the process involved in formation of attitude.	10	CO2	K1

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