

**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

- Define Segmentation.
- Write the 4 methods of consumer retention.
- Define Stereotyping.
- Define self-image.
- Define AIO.

CO #	Blooms Level
CO1	K1
CO2	K1
CO2	K1
CO2	K2
CO3	K2

**PART – B**

**(10x5=50 Marks)**

Answer **ALL** questions

- Discuss the factors which influence consumer decision making.  
(OR)
  - Explain the Maslow's need hierarchy theory of motivation.
- Give impact of consumer personality on consumer behaviour.  
(OR)
  - Explain the influences of culture & Family on Consumer decision Making.
- Explain the elements of consumer perception.  
(OR)
  - Describe the social psychological theory of consumer personality.
- What is Family life cycle? Explain the different stages of Family life cycle.  
(OR)
  - Describe the factors effecting Reinforcement Group Influencers.
- Write the elements of consumer Learning? Explain Classical Conditioning theory.  
(OR)
  - Define attitude and discuss the process involved in formation of attitude.

Marks	CO #	Blooms Level
10	CO2	K3
10	CO3	K2
10	CO4	K1
10	CO1	K3
10	CO2	K2
10	CO3	K2
10	CO2	K1
10	CO1	K3
10	CO3	K2
10	CO2	K1

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