

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION: MAY - 2025
SEMESTER - III
Sub.: Consumer Behaviour (BBA22-314)

Date : 30/05/2025**Total Marks : 60****Time: 2.00 pm to 4.30pm**

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

(05)**Q. 1. Choose the most appropriate option.**

1. Consumer behavior primarily focuses on :
 - a) Organizational purchases
 - b) Individual and household purchases
 - c) Government spending
 - d) None of the above
2. The first step in the consumer decision-making process is:
 - a) Purchase decision
 - b) Alternative evaluation
 - c) Problem recognition
 - d) Post-purchase behavior
3. Maslow's Hierarchy of Needs consists of:
 - a) Three levels
 - b) Five levels
 - c) Seven levels
 - d) Ten levels
4. Which of these is NOT a social influence on consumer behavior?
 - a) Family
 - b) Reference groups
 - c) Government regulations
 - d) Social class
5. Ethical marketing refers to:
 - a) Misleading consumers
 - b) Following moral principles in marketing
 - c) Ignoring consumer rights
 - d) Manipulating consumer choices

Q. 2. State True / False**(05)**

1. Consumer behavior only studies post-purchase actions.
 - a) True
 - b) False
2. Post-purchase dissatisfaction leads to repeat purchases.
 - a) True
 - b) False
3. Perception differs from person to person
 - a) True
 - b) False
4. Family influences a consumer's purchasing decisions.
 - a) True
 - b) False
5. Consumer rights protect buyers from unfair business practices.
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three)**(15)**

1. Importance of studying consumer behavior
2. Factors affecting post-purchase satisfaction
3. The role of perception in consumer behavior
4. Opinion leadership and its impact on consumers
5. Ethical issues in marketing

Q. 4. Answer in detail (Any Two) (20)

1. Define consumer behavior and explain its importance.
2. Explain the consumer decision-making process in detail.
3. Explain how perception influences consumer decisions.
4. Discuss the importance of sustainable consumer behavior.

Q. 5. Case study (15)

XYZ Electronics wants to introduce a new smartphone model. The company is unsure how to target customers effectively

Questions :

1. Why is understanding consumer behavior important for XYZ Electronics?
 2. How can market research help in understanding consumer behavior?
 3. Suggest two ways XYZ can influence consumer purchase decisions.
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