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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: MAY - 2025
SEMESTER - III
Sub.: Consumer Behaviour (MMM306)

Date : 29/05/2025**Total Marks : 60****Time: 10.00am to 12.30pm****Instructions:**

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

- Q. 1. Write Short notes on (Any Three) (15)**
1. Channels of Communication
 2. Consumer perception
 3. Consumer as Decision Makers
 4. Consumer learning and attitudes
 5. Positive & negative motivation
- Q. 2. Answer in detail (Any One) (10)**
1. Enlist and Explain Theories of Personality
 2. Explain the Consumer Decision Making Process.
- Q. 3. Answer in detail (Any One) (10)**
1. Explain Consumer perception and learning and attitudes.
 2. What are the Types of Opinion Leaders?
- Q. 4. Answer in detail (Any One) (10)**
1. Explain the Elements of Perception
 2. Describe the Types of Opinion Leaders?
- Q. 5. Case study (15)**

Influence of Reference Groups on Consumer Choices: The Story of Priya

Priya, a 23-year-old marketing professional, recently started her postgraduate studies in a prestigious business school. To enhance her networking and professional image, she joined the college's Debate Club and a Business Networking Society. These groups not only expanded her social circle but also began to shape her buying behavior and lifestyle choices.

In the Debate Club, many members emphasized the importance of dressing smartly and using professional gadgets like tablets and smart pens for effective presentations. Observing this, Priya decided to invest in a premium tablet and formal attire to match the standards of her peers. The desire to fit in and be perceived as capable motivated her purchases.

Similarly, within the Business Networking Society, seniors and mentors often recommended specific brands of planners, professional courses, and even time-management apps. Trusting their experience and aspiring to reach their level of success, Priya adopted many of these suggestions. Her participation in these groups not only

impacted her buying decisions but also influenced her to develop a more disciplined and career-oriented lifestyle.

Questions

1. How did Priya's membership in the Debate Club and Business Networking Society influence her consumer behavior and product choices?
 2. What role did associative and aspirational reference groups play in shaping Priya's lifestyle and purchase decisions?
 3. Why is it important for companies targeting young professionals to consider the influence of reference groups when designing their marketing strategies?
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