

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) (071)
EXAMINATION: DECEMBER - 2025
SEMESTER - III

Sub.: Consumer Behaviour (BBA22-314)

Date : 22/12/2025

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.

- Which research method helps in understanding deep psychological motives?
 - Questionnaire
 - Focus group discussion
 - Observation alone
 - Secondary data analysis
- Market segmentation divides consumers based on _____
 - Similar needs and characteristics
 - Company objectives
 - Competitors' strategies
 - Random selection
- Consumer rights include _____
 - Right to choose
 - Right to pollute
 - Right to exploit
 - Right to mislead
- Ethical issues in advertising include _____
 - Transparency
 -) Misleading claims
 - Consumer education
 - Brand loyalty
- Sustainable consumer behavior refers to _____
 - Buying only expensive goods
 - Choosing options that minimize environmental impact
 - Ignoring product origin
 - Buying based on trends only

Q. 2. State True / False

(05)

- Qualitative research focuses on understanding consumer emotions .
a) True
b) False
- Segmentation helps companies identify target customers.
a) True
b) False
- Ethical marketing builds long-term trust with consumers.
a) True
b) False
- The Consumer Protection Act safeguards consumer interests.
a) True
b) False
- CSR (Corporate Social Responsibility) does not influence consumer choices .
a) True
b) False

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

(15)

1. Reference Groups
2. Market Segmentation
3. Consumer Decision-Making Process
4. Ethical Marketing
5. Sustainable Consumer Behavior

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

1. Explain psychological influences such as perception, learning, motivation, and attitude formation
2. Describe the role of reference groups, family, social class, and opinion leaders in shaping consumer behavior.
3. Discuss how culture, subculture, and cross-cultural factors influence buying decisions.
4. Write a detailed note on consumer research methods—qualitative and quantitative.

Q. 5. Case study (15)

TechTrend plans to launch a smart home device. Before launch, the company conducts surveys, interviews, and focus groups to understand consumer needs. Findings reveal three major segments: Tech Enthusiasts, Budget Families Eco-conscious Users . Each group values different features such as automation, affordability, or energy savings. TechTrend must decide how to position the device and communicate its benefits effectively. The company also aims to follow ethical marketing and ensure customer data privacy.

Questions :

1. Which research methods did TechTrend use, and why are they important?
 2. How can segmentation help TechTrend in targeting and positioning?
 3. Mention two ethical practices TechTrend must follow while promoting the device
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