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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION : DECEMBER - 2025
SEMESTER - III
Sub.: Consumer Behaviour (MMM306/MBA24-MM305)

Date : 29/12/2025	Total Marks : 60	Time: 2.00pm to 4.30pm
Instructions: 1) All questions are compulsory. 2) Figures to the right indicate full marks.		

- Q. 1. Write Short notes on (Any Three) (15)**
1. Consumer Behavior.
 2. Consumer perception
 3. Adoption Process
 4. Reference Group
 5. Brand Personality
- Q. 2. Answer in detail (Any One) (10)**
1. Explain the Consumer Decision-Making Process in detail. What are the key stages, and how can marketers influence each stage to improve their sales?
 2. What are the Types of Opinion Leaders?
- Q. 3. Answer in detail (Any One) (10)**
1. What is Just Noticeable Difference (JND)? Explain how marketers use JND in product pricing, packaging, and design to ensure consumer responsiveness.
 2. Enlist and Explain Theories of Personality
- Q. 4. Answer in detail (Any One) (10)**
1. Discuss the concept of "change leaders" in the context of innovation diffusion. How do change leaders impact the rate and success of new product adoption?
 2. Explain the importance of understanding consumer motivations and personality in building strong brand identity. How can marketers tailor their messaging based on these factors?
- Q. 5. Case study (15)**
- Smart Eco is a new brand that offers eco-friendly, energy-efficient smart home devices, including smart thermostats, energy-saving bulbs, and advanced smart appliances. The brand emphasizes sustainability by using renewable energy sources, recyclable materials, and low-carbon technology in its products. Smart Eco is targeting environmentally-conscious consumers who are eager to reduce their carbon footprint while embracing modern technology. The company is launching its first set of products with a marketing campaign that includes influencer endorsements, digital ads, and a series of informational blog posts about the environmental benefits of smart home technologies. They are also focusing on partnerships with homebuilders to integrate Smart Eco products into new sustainable homes. Smart Eco's target market consists of tech-savvy individuals, young families, and millennial who value both convenience and environmental responsibility. The products are priced at a mid-premium level, offering a balance between affordability and high-tech features.
- Questions**
1. How can Smart Eco use consumer behavior models (like the Engel-Blackwell-Miniard or Howard-Sheth Model) to design a marketing strategy that effectively appeals to its target consumers?
 2. Discuss the role of sustainability as a key motivator in Smart Eco's product positioning.
 3. What impact does Smart Eco's multi-channel retail strategy (both online and offline) have on consumer behavior