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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)(071)/
BSC IN BUSINESS ADMINISTRATION (755)

EXAMINATION: MAY - 2026

SEMESTER - IV

Sub.: Consumer Behaviour (BBA23-414-MKTG/ BBA24-414-MKTG/ BSBA24-414-MKTG)

Date : 19/05/2026

Total Marks : 60

Time: 2.00 pm to 4.30 pm

Instructions:

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

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

1. Consumer behavior is primarily concerned with_____
 - a) Production processes
 - b) Consumer purchase decisions
 - c) Company profits
 - d) Competitor analysis
2. _____stage of the consumer decision-making process identifies a gap between current and desired state
 - a) Information search
 - b) Problem recognition
 - c) Evaluation of alternatives
 - d) Post-purchase behavior
3. Maslow's hierarchy of needs includes the following except:
 - a) Physiological needs
 - b) Safety needs
 - c) Cognitive needs
 - d) Brand loyalty needs
4. Opinion leaders are most closely associated with:
 - a) Marketing strategy formulation
 - b) Social influence on consumer behavior
 - c) Corporate social responsibility
 - d) Post-purchase evaluation
5. _____ of the following is a qualitative research method in consumer behavior
 - a) Surveys
 - b) Focus groups
 - c) Experiments
 - d) Statistical analysis

Q. 2. State True / False (05)

1. Consumer behavior only studies the buying habits of individuals
 - a) True
 - b) False
2. Reference groups influence both purchase decisions and brand perception
 - a) True
 - b) False
3. Motivation is an external factor influencing consumer behavior
 - a) True
 - b) False
4. Cross-cultural consumer behavior studies differences in buying habits among countries.
 - a) True
 - b) False
5. Price is the only factor that affects consumer decision-making.
 - a) True
 - b) False

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

1. Consumer Behavior
2. Problem Recognition
3. Information Search
4. Post-purchase Behavior
5. Motivation

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

1. Describe market segmentation and targeting strategies.
2. Explain the importance of consumer research in marketing.
3. What are the consumer rights and responsibilities under the Consumer Protection Act ?
4. Discuss ethical marketing and corporate social responsibility (CSR).

Q. 5. Case study (15)

Green Grocer, a supermarket chain in urban areas, introduces a wide range of organic fruits, vegetables, dairy, and packaged goods, targeting health-conscious, environmentally aware consumers. Initial launch campaigns highlight: 100% certified organic” products with eco-friendly packaging. Nutritional benefits and support for local farmers. After six months: Repeat purchase rate drops from 60% in the first month to 35% in the fourth month. Customer feedback indicates concerns about high prices (20–40% higher than conventional products). Some consumers question the authenticity of labels, despite certification. Competitors offer similar products at lower prices or run frequent discounts.

Questions:

1. Which consumer behavior factors are contributing to the decline in repeat purchases?
 2. How can market segmentation and targeting improve sales?
 3. Mention some strategies to encourage repeat purchases and build loyalty.
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