

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION : MAY/JUNE - 2026

SEMESTER - III

Sub.: Consumer Behaviour (MMM306/MBA24-MM305)

Date : 02/06/2026

Total Marks : 60

Time: 10.00 am to 12.30 pm

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 Attitudes
 2. Learning Theories in Consumer Behavior
 3. Brand Personality
 4. Diffusion of Innovation
 5. Consumer Involvement
- Q. 2. Answer in detail (Any One) (10)**
1. Explain the factors influencing consumer behavior—personal, psychological, social, and cultural. How do these factors shape a consumer's buying decisions?
 2. "Marketers can manage consumer perceptions through branding, packaging, and communication" justify this statement with suitable example.
- Q. 3. Answer in detail (Any One) (10)**
1. Elaborate 'Subliminal Perception'. Describe how marketers use (or avoid using) subliminal messages in promotions, packaging, and ads.
 2. Discuss the major Personality Traits affecting consumer behavior and explain how understanding personality helps marketers segment and target customers more effectively.
- Q. 4. Answer in detail (Any One) (10)**
1. Explain the Adoption Process (Awareness → Interest → Evaluation → Trial → Adoption). How do innovators, early adopters, and early majority segments influence product diffusion?
 2. Describe the importance of Reference Groups and Family in shaping consumer attitudes. How do marketers appeal to these social influences when designing marketing campaigns
- Q. 5. Eco Drive is a new electric vehicle (EV) company offering affordable, eco-friendly electric cars designed for young professionals and urban families. The brand emphasizes sustainability, low maintenance cost, and modern technology such as AI-assisted driving, fast charging, and smart dashboards. Eco Drive's promotional campaign highlights environmental benefits, cost savings on fuel, and the long-term reliability of EVs. They collaborate with tech influencers, create virtual test-drive experiences, and partner with real-estate developers to install EV charging stations in residential communities. The brand targets environmentally conscious individuals, millennial, and tech-savvy consumers who value innovation and sustainability. However, challenges include consumer hesitation toward EV technology, concerns about charging infrastructure, and comparison with traditional fuel vehicles. (15)**
- Questions :**
1. Discuss how Eco Drive can address each stage of the consumer buying process ?
 2. How sustainability acts as a strong motivator for Eco Drive's target customers. \
 3. Evaluate how Eco Drive's multi-channel marketing strategy—including influencer partnerships, virtual test-drives, and collaboration with residential developers—affects consumer behavior.