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Total No. of Questions : 5]

SEAT No. :

PF5731

[Total No. of Pages : 2

[6648]-713
S.Y. M.B.A.
MKT 610 MJ : CONSUMER BEHAVIOUR
(2024 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Draw diagram if necessary.*
3) *All questions carry equal marks.*

Q1) Answer any five **[10]**

a) Presently consumers buy products from _____.

i) E-Market place ii) Known seller

iii) Shopping malls iv) French

b) The term AIO stands for -

i) Action Invest Order ii) Activities Interests, Opinions

iii) Auction, Interest iv) Adventure, Interest, Opinion

c) Define term consumer satisfaction.

d) A parent is a buying a Toy-CAR for his kids then parent is a _____.

i) Seller ii) Consumer

iii) Customer iv) Manufacturer

e) Define term perceived product quality?

f) _____ helps to buy product again and again by consumer.

i) Learning ii) Motivation

iii) Cognition iv) Memory

g) Define term sensation - (Exposure to Stimuli)

h) A person what consist all groups that have direct or indirect influence on his/her attitude or behaviour.

i) Sub-culture ii) Family

iii) Social class iv) Reference group

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Q2) Answer any two. **[10]**

a) Describe new trends in consumer behaviour and its applications in marketing.

b) Analyse the term price perception in consumer behaviour.

c) Differentiate between Gen-Z and HN1 consumers.

Q3) Answer any one. **[10]**

a) Evaluate the role of emotions in consumer decision marketing.

OR

b) Analyse the impact of Indian cultural diversity on consumer choice while buying products and services.

Q4) Answer any one. **[10]**

a) You are appointed era marketing manager for class 10th and class 12th courses. Develop a marketing campanies using the information search and sources for selecting the classes.

OR

b) You purchase need for FMCG company analyse the business factors influence business buying for FMCG company.

Q5) Answer any one. **[10]**

a) State the various factors influencing organisation buying behaviour with respect to manufacturing of automobile sector in India.

OR

b) Design a promotional mix considering relationship, feelings and behaviour while marketing buying decision for life insurance product.