

11 MAR 2025 (M)

	Minor Examination Question Paper	Review Date:
	 SCHOOL OF BUSINESS	Semester: IV Session: JAN-JUNE 2025
	Program: MBA Course Name: Consumer Behaviour Course Code: BSL508	Maximum Marks: 40 Duration: 90 minutes
		Sheet 1 of 2

Instructions

- The paper has THREE Sections.
 - Section A has 5 questions of 2 marks each.
 - Section B has 2 questions of 7.5 marks each.
 - Section C is Application Based and has one questions of 15 marks.
- There is **NO CHOICE** in this paper.
- Attempt one section fully before starting with a new section.
- This paper does NOT require use of any log/statistic table(s)
- This paper does NOT require use of any calculator.

Course Outcomes

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|-----|---|
| CO1 | Students will gain a comprehensive understanding of consumer behavior, key concepts of consumer behavior and its role in marketing and business decisions |
| CO2 | Students will be able to analyse the various stages of the consumer decision-making process, from problem recognition to purchase decision. This can help them understand how to develop marketing strategies that target consumers at each stage of the decision-making process. |
| CO3 | Understand Psychological Influences on Consumer Behavior. Understand how perception, motivation, attitudes, and learning impact purchasing behavior. Apply psychological principles to predict consumer preferences and actions. |
| CO4 | Explore the impact of social groups, family, and cultural values on consumer decisions. Assess how societal trends and norms shape consumer expectations and behavior. |
| CO5 | Create targeted marketing campaigns based on consumer behavior insights. Anticipate consumer responses to new products and services using behavioral analysis. |

SECTION A

Short Answer Type Questions
10 marks

Q#	QUESTION	Marks	CO#
1.	Explain the importance of understanding Consumer Behavior in today's world?	2	CO1
2.	What is/are the differences between a production concept, product concept and selling concept ?	2	CO1
3.	Discuss various behavioral variables used for segmentation?	2	CO1
4.	Explain the difference between Absolute Threshold and Differential Threshold?	2	CO3
5.	Explain Gestalt's Figure Ground Principle or Principle of Similarity and its application in marketing ?	2	CO3

SECTION B

Long Answer Type Questions
15 marks

Q#	QUESTION	Marks	CO#
6.	Explain classical conditioning and operant conditioning in detail with examples?	7.5	CO1, CO2
7.	Explain the process of perception and its 3 stages in detail?	7.5	CO3

Issued by:	Approved by:
Date:	Date:

SECTION C
Application Based Question / Case Study
15 marks

Q#	QUESTION	Marks	CO#
8.	FreshSip Beverages FreshSip Beverages is a mid-sized company specializing in healthy drinks, including fruit juices, flavored water, and energy drinks. Despite having a diverse product range, the company struggled with stagnant sales and inefficient marketing campaigns. Their one-size-fits-all approach was not resonating with customers, leading to wasted marketing spend and low customer engagement. Challenges 1. Lack of Targeted Marketing – Advertising efforts were broad, failing to connect with specific customer needs. 2. Low Customer Retention – Many first-time buyers did not become repeat customers. 3. Price Sensitivity Issues – Some customers found FreshSip's products too expensive, while others were willing to pay more for premium options. 4. Product-Market Mismatch – Some flavors and packaging sizes were unpopular in certain regions. Discuss the segmentation strategies that Freshsip can use to increase its campaign effectiveness and sales ?	Total 15 marks	CO5

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