



	WINTER-2023		
	Exam Seat No.:		
	Academic Year: 2023-2024	Semester: III	
	Name of Programme: MBA	Pattern: 2022	
	Name of Course: Consumer Buying Behaviour	Course Code: MBA22 3 1 12	
	Max. Marks: 30	Duration: 1hr. 15min	

	<p><b>Instructions:</b> Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.</p> <ol style="list-style-type: none"><li>1. This question paper contains <u>2</u> page(s).</li><li>2. Answer to each new question is to be started on a new page.</li><li>3. Assume suitable data wherever required, but justify it.</li><li>4. Draw the neat labelled diagrams, wherever necessary.</li><li>5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.</li><li>6. Solve a or b from Question 1, 2, 3, 4, 5.</li></ol>	
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**Question No. 1 Attempt following Question**

- 1 a) Explain the economic, social, ethical, and environmental dimensions of consumerism. (6) CO1

**OR**

- 1 b) What are the key changes in consumer behaviour brought about by the digital era? (6) CO1

**Question No. 2 Attempt following Question**

- 2 a) Restate the role of social influences in shaping consumer attitudes. (6) CO2

**OR**

- 2 b) Explain the concept of consumer personality and its role in shaping brand preferences (6) CO2

**Question No. 3 Attempt following Question**

- 3 a) Examine how changes in social class dynamics can impact brand perception and consumer loyalty. (6) CO3

**OR**

- 3 b) Illustrate the application of reference groups in the context of marketing strategies. (6) CO3

**Question No. 4 Attempt following Question**

- 4 a) Analyse the impact of brand loyalty on consumer buying behaviour versus organizational buying behaviour. (6) CO4

**OR**

- 4 b) Outline the roles and responsibilities of individuals within the buying center during the decision-making process. (6) CO4

**Question No. 5 Attempt following Question**

- 5 a) Summarize the key differences in the influences (6) CO5  
E-Buying versus traditional buying behaviour.

**OR**

- 5 b) Based on current trends, what conclusions can be drawn about the future of E-Buying behaviour? (6) CO5