



K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A.Y. 2022-23)

SUMMER-2024	
Exam Seat No.:	
Academic Year:2023-2024	Semester:III
Class:SY	Program:MBA
Branch Code:M.B.A.	Pattern:2022
Name of Course:Consumer Buying Behaviour	Course Code:MBA223112
Max. Marks:30	Duration:1.15 Hrs.

Instructions: 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.

1. This question paper contains __2__ page(s).
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.

Question No. 1 Attempt following Question

- 1 a) How would you distinguish consumer and customer? Give Example (6) CO1

OR

- 1 b) Why consumer behaviour is important for business? (6) CO1

Question No. 2 Attempt following Question

- 2 a) Differentiate between high-involvement and low-involvement purchases, with examples. (6) CO2

OR

- 2 b) Explain consumer learning theories and their application in marketing. (6) CO2

Question No. 3 Attempt following Question

- 3 a) Illustrate the effectiveness of reference group appeals in advertising campaigns. (6) CO3

OR

- 3 b) How changes in reference group dynamics can impact consumer preferences and brand loyalty. (6) CO3

Question No. 4 Attempt following Question

- 4 a) Analyse the impact of the digital age on the information search behaviour of consumers and organizational buyers. (6) CO4

OR

- 4 b) Categorize the factors that contributes in the consumer decision-making process. (6) CO4

Question No. 5 Attempt following Question

- 5 a) How would you judge the influence of social media on the decision-making process of the E-Buyer? (6) CO5

OR

- 5 b) Discuss applicability of the Diffusion of Innovations theory in a rapidly changing technological landscape? (6) CO5

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