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St. Claret College

Autonomous, Bengaluru

ROLL NO:

DATE:

ST. CLARET COLLEGE PG LIBRARY Bengaluru-13 AUTONOMOUS

PG END SEMESTER EXAMINATION- MAY 2026

MBA THIRD SEMESTER

MBADSM 3425: Consumer Behaviour

TIME: 3 Hours. **MAX. MARKS: 70**

This paper contains THREE printed pages and FOUR parts

Instructions:
1. **Verify and ensure that the question paper is completely printed.**
2. **Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.**
3. **Students must check the course title and course code before answering the questions.**

PART-A

Answer SEVEN questions out of NINE. Each answer carries TWO marks. **[2x7 = 14]**

1. Define Consumer Behaviour.
2. State any two characteristics of Indian consumers.
3. Who are opinion leaders?
4. What are reference groups?
5. What is routinized response behaviour?

6 Define cognitive dissonance.

7. Mention any two buyers' rights.

8 Define consumerism.

9 What is Buy Grid Model?

PART-B

Answer any FOUR questions out of SIX. Each answer carries FIVE marks. **[5x4=20]**

10. Explain the scope and importance of consumer behaviour.
11. Discuss consumer motivation and types of motives.
12. Explain family life cycle and its impact on buying behaviour.
13. Discuss Expectancy Disconfirmation Model.
14. Elaborate on the evolution of consumer society.

15. Distinguish between Consumer buying and organizational buying with examples.

PART-C

Answer any TWO questions out of FOUR. Each answer carries TEN marks. **[10X2=20]**

16. Explain the Engel-Kollat-Blackwell model of consumer decision making.

17. Compare the Howard-Sheth Model and the Bettman Model.

18. Explain consumer complaint behaviour and methods to manage dissatisfied consumers.

19. Explain the organisational buying decision process with suitable examples.

PART-D

Answer the following. **[16X1=16]**

20. A Case on NovaTech

NovaTech, a well-known smartphone company, launched its new premium smartphone model in the Indian market targeting young professionals, college students, and technology enthusiasts. The company positioned the product as a stylish, high-performance device with advanced camera features, long battery life, and fast processing speed. To create excitement, NovaTech used celebrity endorsements, influencer marketing, online advertisements, and special pre-booking discounts on e-commerce platforms.

During the first two months, the product received an excellent response, and sales exceeded company expectations. Many customers purchased the phone due to peer recommendations, attractive exchange offers, and the growing popularity of the brand on social media platforms. However, after a few weeks of usage, several customers began reporting problems such as rapid battery drain, overheating issues, delayed software updates, and poor customer service responses at service centres.

Negative reviews spread quickly through YouTube channels, online discussion forums, and social media. Some customers expressed disappointment because the phone did not match the promises made in advertisements. Others felt similar models offered by competitors were available at lower prices with better features and service support. As complaints increased, repeat purchases reduced and potential customers postponed their buying decisions.

The management of NovaTech has now decided to study consumer behaviour patterns, understand reasons for dissatisfaction, and redesign its marketing and service strategies to rebuild trust and improve future sales performance.

Questions:

a. Identify the factors that influenced the initial buying decision of customers.
b. Explain the reasons for post-purchase dissatisfaction using any consumer satisfaction model.
c. How did reference groups, opinion leaders, and social media affect consumer behaviour?
d. Suggest suitable strategies NovaTech should adopt to regain customer trust and loyalty.

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