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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

EXAMINATION : DECEMBER - 2023 SEMESTER - III

Sub: Consumer Behaviour (MMM306)

Date:	18/12/2023	Total marks: 60	Time: 10.00 am To 12.30 pm
		SECTION - I	
Q. 1.	Fill in the blanks.		(5)
1.	•	lividuals or groups purchase ners is known to have b) Legal	-
	c) Emotional	d) National	
2.	Positive first impression is behavior. a) Halo	a factor that contributes to the b) Hello	e effect in consumer
	c) Shallow	d) Hollow	
3.	The process by which individuals select, organize, and interpret information to create a meaningful picture of the world is termed as a) Perception b) Personification		
	a) Perception		on
4	c) Personalisation	d) Protection	
4.	Maslow's Hierarchy of Needs suggests that physiological needs, safety needs, love/belonging, esteem, and self-actualization are in ascending order of needs.		
	a) Priority	b) Majority	
	c) Minority	d) Curiosity	
5.	Group that directly in	luence individual behavior	and attitudes are termed as
	a) Whatsapp Group	b) Chatting Grou	цр
	c) Reference Group	d) Blood Group	
Q. 2.	Answer the following. (A	ny Two)	(20)
1.	Explain the steps involved in the consumer decision-making process.		
2.	How do cultural factors influence consumer behavior? Provide examples.		
3.	Discuss the importance of social media in shaping consumer behavior and buying decisions.		
4.		ny of Needs theory with refere	ence to consumer behavior.

Q. 3. Write notes on. (Any Two)

(10)

- 1. Consumer Loyalty
- 2. Customer Delight
- 3. Age as a factor influencing purchase of certain products

SECTION - II

Q. 4. Case Study (15)

Sarah is a college student who frequently shops online for clothing. She usually prefers to buy from a few selected online stores. Recently, she noticed that despite liking the designs, she hesitates to purchase from a new online fashion brand. Sarah tends to trust the reviews and ratings provided by other customers on the websites she frequents. However, the new brand has limited reviews and ratings.

Questions:

- 1. Identify and explain the factors influencing Sarah's hesitation to purchase from the new online fashion brand.
- 2. How do reviews and ratings influence consumer behavior in online shopping? Discuss their significance and impact.
- 3. What strategies could the new online fashion brand employ to overcome Sarah's hesitancy and encourage her to make a purchase?

Q. 5. Answer the following:

(10)

a) Discuss various Psychological factors influencing consumer behavior.

OR

b) Discuss various political and legal factors influencing consumer behavior.