MANGALORE INSTITUTE OF TECHNOLOGY & ENGINEERING

(A Unit of Rajalaxmi Education Trust®, Mangalore)
Autonomous Institute affiliated to VTU, Belagavi, Approved by AICTE, New Delhi
Accredited by NAAC with A+ Grade & ISO 9001:2015 Certified Institution

Model Question Paper

Fourth Semester MBA Degree Examination

Consumer Behaviour

Time: 3 Hours   **Max. Marks: 100**

Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No. 8 is compulsory.
3. M: Marks, L: RBT (Revised Bloom's Taxonomy) level, C: Course outcomes.

			M	L	C
Q1	a.	Briefly explain the importance of consumer research in shaping effective marketing strategies.	03	L2	CO1
	b.	A new e-commerce startup is struggling to understand why its target customers are not making repeat purchases despite competitive pricing. Apply the consumer involvement levels theory to suggest how they might analyze this problem.	07	L3	CO1
	c.	A company plans to launch a new eco-friendly detergent. Using a relevant consumer behavior model, describe how they can predict consumer actions and decisions for this new product.	10	L3	CO1
Q2	a.	Differentiate between the levels of consumer decision-making, such as routine response behavior and extensive problem-solving	03	L2	CO2
	b.	During a sudden rainstorm, a consumer urgently needs an umbrella. Describe how the "situational characteristics" of this immediate need could impact their consumption behavior and decision-making process for purchasing an umbrella	07	L3	CO2
	c.	Ram is considering buying a new smartphone online. She spends hours researching different models, comparing features, reading reviews, and watching unboxing videos. Apply the stages of online decision-making Sarah is likely going through and how they might differ from traditional offline purchasing processes.	10	L3	CO2
Q3	a.	Briefly explain the role of customs and valuesin shaping consumer behavior within a cultural context.	03	L2	CO1
	b.	A global fashion brand is planning to launch a new clothing line in India. Apply the "Five Social-Class Categories in India" which could influence their marketing strategies, particularly in product design and pricing decisions.	07	L3	CO3
	c.	A company selling traditional Indian handicrafts wants to expand its market beyond local tourists. Applying your knowledge of "subculture division and consumption pattern in India," suggest how they can identify and target specific subcultures that might appreciate their products.	10	L3	CO3
Q4	a.	What is an "opinion leader" and why are they significant in the diffusion of innovations?	03	L2	CO5
	b.	A family is deciding on their annual vacation destination. The parents prefer a relaxing beach holiday, while their teenage children want an adventure-filled trip. Apply the concept of "family decision-making and consumption related roles" in this scenario to arrive at a final decision.	07	L3	CO3
		A fitness company aims to encourage more people to join their new outdoor boot	10	L3	CO3

	c.	camp program. Identify and explain two "types of reference groups" that could be leveraged to influence potential consumers to participate in this program, and describe how these groups might exert their influence			
Q5	a.	List two key issues that contributed to the origins of consumerism	03	L2	CO4
	b.	A mobile phone manufacturer is launching a new line of phones. Discuss how "consumer safety" and "consumer information" considerations should be integrated into their product development and marketing strategies to meet consumer expectations and regulatory requirements.	07	L3	CO4
	c.	A food delivery app has faced public criticism regarding the privacy of its users' data. Analyze how addressing "consumer privacy" concerns is crucial for building trust and maintaining customer relationships, referencing the broad scope of consumerism issues.	10	L4	CO4
Q6	a.	Differentiate between traditional CRM and electronic CRM (e-CRM).	03	L2	CO4
	b.	A retail chain wants to implement a robust CRM program to improve customer loyalty. Apply "facets and elements of CRM" to effectively build and manage customer relationships.	07	L3	CO4
	c.	A boutique clothing store is experiencing declining sales and customer retention. Applying your understanding of "strategies for building relationship marketing," propose a plan for them to enhance customer loyalty and foster long-term relationships	10	L3	CO5
Q7	a.	Briefly explain the concept of "Brand Personality" and its relevance to marketing strategy.	03	L2	CO5
	b.	A coffee shop chain has introduced a new premium blend of coffee priced significantly higher than their regular offerings. identify how "Perceived Price" and "Perceived Quality" will influence consumer decisions regarding this new blend, and discuss the "price/quality relationship" in this context.	07	L3	CO5
	c.	A new online travel agency is struggling to gain customers, despite offering competitive prices. Applying your knowledge of "Perceived Risk" and its types, suggest how the agency can mitigate potential risks perceived by customers to encourage bookings	10	L3	CO5
Q8		**CASE STUDY (Compulsory)** **Case Study: FitForge App's Personalization Challenge** FitForge is a newly launched fitness application aiming to revolutionize personal wellness through highly customized workout and nutrition plans. Unlike generic fitness apps, FitForge uses an extensive initial questionnaire to delve into user preferences, daily routines, and even lifestyle aspirations, claiming to build a "digital twin" of the user for optimal personalization. The app's marketing emphasizes transformation, self-improvement, and achieving one's "ideal self." They showcase diverse user testimonials, each highlighting different aspects of success – from weight loss to improved mental clarity and increased energy. Despite its innovative approach and positive initial reviews, FitForge is facing a challenge in retaining users beyond the first month. Many users sign up with high enthusiasm, drawn by the promise of tailored programs and the aspirational imagery promoted in FitForge's advertisements. However, after a few weeks, engagement drops significantly. Some users complain that the personalized plans feel too rigid or demanding, not			

		aligning with their actual daily energy levels or spontaneous moods. Others mention that while the app *knows* a lot about them, the overall "feel" of the app, from its color scheme to its motivational messages, doesn't always resonate with their internal self-perception or how they truly want to approach fitness. The developers are puzzled, as their algorithms are robust, but they seem to be missing a crucial human element that influences long-term engagement.			
	a.	Analyse how FitForge can utilize different theories of personality (e.g., Trait Theory or Neo-Freudian Theory) to better segment their user base.	05	L4	CO5
	b.	Apply the concept of **"Self and Self-Image"** influences user engagement with the FitForge app.	05	L3	CO5
	c.	The case mentions that the "overall 'feel' of the app, from its color scheme to its motivational messages, doesn't always resonate" with users. Explain how **"Consumer Imagery"** and the **"Dynamics of Perception"** are at play here, leading to this disconnect.	10	L3	CO5

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