



Reg. No.:

Name:

W7181

University of Kerala

Third Semester FYUGP Degree Examination, November 2025

Discipline Specific Elective

MANAGEMENT

UK3DSEMGT204 - Consumer Behaviour

Academic Level: 200-299

2024 Admission

Time: 2 Hours(120 Mins)

Max. Marks: 56

Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each, Answer all questions

| Qn No. | Question | CL | CO |
|--------|---|----|----|
| 1 | -----model focus on the mental and emotional factors that influence buying decisions. | RE | 2 |
| 2 | Recognize the element that reflects a person’s activities, interests, and opinions. Options : A)Attitude B)Personality C)Lifestyle D)Motivation | RE | 1 |
| 3 | The study of how urban consumers differ from rural consumers is an example of examining Options : A)Product Features B)Advertising Techniques C)Demographic & Geographic Variations D)Pricing Strategies | UN | 1 |
| 4 | Name the model that suggests that consumer behavior is influenced by external stimuli Options : A)Stimulus-Response Model B)Howard-Sheth Model C)Maslow's Hierarchy of Needs D)None of the above | UN | 1 |
| 5 | Dividing consumers according to personality, lifestyle, and social class refers to: Options : A)Demographic segmentation B)Geographic segmentation C) Psychographic segmentation D) Behavioural segmentation | UN | 4 |
| 6 | Identify which of the following best explains subliminal perception. | UN | 2 |

| Qn No. | Question | CL | CO |
|--------|---|----|----|
| | Options : A)Awareness of stimuli below the level of conscious awareness B)A consumer's deliberate focus on advertisements C)The process of evaluating alternatives before purchase D)Recognition of brand logos during shopping | | |

Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions

| Qn No. | Question | CL | CO |
|--------|---|----|----|
| 7 | Describe the main characteristics of lifestyle. | UN | 1 |
| 8 | Describe the main factors that influence consumer behaviour. | UN | 2 |
| 9 | Apply the concept of need recognition to a consumer buying a new phone. | AP | 3 |
| 10 | Construct a consumer research plan for a new detergent powder | AP | 2 |
| 11 | Use a real-life example where understanding consumer motivation improved marketing results. | AP | 3 |

Part C.16 Marks.Time:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options * within each question

| Qn No. | Question | CL | CO |
|--------|---|----|------|
| 12 | A) Utilize the role of culture and subculture in influencing consumer behavior of traditional attire OR B) Develop a consumer behavior model for a super market | AP | 2, 2 |
| 13 | A) Apply Consumer motivation and lifestyle concepts to frame a marketing message that attract the health- conscious buyers. OR B) Identify the main family buying roles and translate their influence into practical marketing actions for a product. | AP | 2, 3 |
| 14 | A) | AN | 4, 3 |

| Qn No. | Question | CL | CO |
|--------|---|----|------|
| | Differentiate online and offline buying process. OR B) Analyze the impact of social media influencers on consumer behavior, particularly among young adults | | |
| 15 | A) Analyze the impact of reference groups on consumer purchase decisions OR B) Analyze the role of personality traits in shaping consumer behavior, particularly in the context of impulsive buying | AN | 3, 3 |

Part D.24 Marks. Time: 60 Minutes. (Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each. Answer all 4 questions choosing among options * within each question

| Qn No. | Question | CL | CO |
|--------|---|----|------|
| 16 | A) Analyze how reference groups, family and social class influence a consumer's purchase decision. Give relevant examples. OR B) Analyze the different types of industrial buyers in terms of their impact on the B2B buying process, | AN | 4, 4 |
| 17 | A) Evaluate the key factors that influence consumer perception and their overall impact on consumer decision-making. OR B) Critically assess how post-purchase behaviour affects brand image | EV | 2, 4 |
| 18 | A) | EV | 3, 3 |

| Qn No. | Question | CL | CO |
|-----------|--|----|------|
| | <p>Consider the different stages of the family life cycle and evaluate how consumer needs, preferences, and purchasing behaviour change at each stage.</p> <p>OR</p> <p>B)</p> <p>Appraise the significance of different motivation theories in understanding consumer buying behaviour.</p> | | |
| 19 | <p>A)</p> <p>Create a consumer engagement strategy integrating learning, motivation, and cultural aspects</p> <p>OR</p> <p>B)</p> <p>Design a consumer survey that identifies the key factors influencing problem recognition in a specific product category</p> | CR | 4, 4 |