

END SEMESTER EXAMINATION, MAY - 2026**M. B. A. Semester – II****Paper Code : 552111****Subject Name: Consumer Psychology & Behaviour****Subject Code: MB205****Time allotted: 03 Hours****Max. Marks: 100****Note: Read all the instructions carefully.****Q.1 VERY SHORT ANSWER QUESTIONS – Attempt All. [Word limit – 30 words] (10x2 = 20 Marks)**

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| a. What does the Marketing Concept suggest regarding the ‘make vs. sell’ dilemma? | CO-1/PO-1 |
| b. Define Consumer Behaviour as an ongoing process rather than a single transaction. | CO-1/PO-1 |
| c. Explain Need Recognition as the disparity between actual and desired states. | CO-1/PO-2 |
| d. Define the Just Noticeable Difference (JND) using Weber’s Law. | CO-1/PO-2 |
| e. What is Perceptual Defense? | CO-1/PO-2 |
| f. Identify one-way marketers use Classical Conditioning in brand symbols. | CO-2/PO-1 |
| g. Differentiate between Innate (Biogenic) and Acquired (Psychogenic) needs. | CO-2/PO-2 |
| h. Define Financial Risk in a consumer context. | CO-2/PO-2 |
| i. What is an Evoked Set? | CO-2/PO-2 |
| j. Define Post-Purchase Dissonance. | CO-2/PO-2 |

Q.2 SHORT ANSWER QUESTIONS – Attempt any Five. [Word limit – 100 words] (5x4 = 20 Marks)

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| a. Explain the Dramaturgical Perspective and how products serve as ‘props’ for social roles. | CO-3/PO-2 |
| b. Analyze Positive Reinforcement vs. Negative Reinforcement in Operant Conditioning. | CO-3/PO-2 |
| c. Describe the Standard Learning Hierarchy (Think-Feel-Do) and when it is applied. | CO-3/PO-2 |
| d. What are the strategies for Attitude Change according to the multi-attribute model? | CO-3/PO-3 |
| e. Differentiate between Consensual and Accommodative family purchase decisions. | CO-4/PO-4 |
| f. Define Market Mavens and how they differ from traditional Opinion Leaders. | CO-4/PO-6 |
| g. Explain Conspicuous Consumption and its relation to status symbols. | CO-4/PO-5 |

Q.3 STRUCTURED QUESTIONS – Attempt any Three. [Word limit – 200 words] (3x10 = 30 Marks)

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| a. Compare Old Money vs. Nouveaux Riches in terms of consumption patterns and status anxiety. | CO-4/PO-1 |
| b. Discuss the impact of Word-of-Mouth (WOM) and why negative WOM is more powerful than positive. | CO-4/PO-6 |
| c. Elaborate on the Societal Marketing Concept and its requirement for social responsibility. | CO-5/PO-5 |
| d. Compare Compensatory Decision Rules with the Elimination-by-Aspects non-compensatory rule. | CO-5/PO-2 |

Q.4 CASE / SITUATION – Attempt any Two. [Word limit – 300 words] (2x15 = 30 Marks)

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| a. In the BYJU’S Case, Step 2 of the script involves ‘The Deliberate Failure.’ Relate this tactic to Manufacturing a Deficit and Information Asymmetry. Discuss how this strategy optimizes for a single transaction while potentially destroying Customer Lifetime Value (CLV). | CO-5/PO-5 |
| b. Using the Tata Nano Case, explain Expectancy Disconfirmation Theory through Arjun’s 2008 experience. Contrast this with the 2025 Nano EV’s repositioning from ‘Cheapest’ to ‘Smartest,’ focusing on how it appeals to the Ideal Self of the eco-conscious professional. | CO-6/PO-5 |
| c. Analyze the Netflix India Case. Compare Netflix’s initial Product Concept approach (Hollywood-heavy, premium pricing) with its eventual pivot to the Marketing Concept through price slashing and regional content. Contrast this with Disney+ Hotstar’s freemium and sports-led strategy. | CO-6/PO-1 |
