

Reg. No.:



Name:

University of Kerala

W7133

Third Semester FYUGP Degree Examination, November 2025

Discipline Specific Elective

COMMERCE

UK3DSECOM204 - 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	Which stage is not part of the consumer decision making process? Options : A)Problem recognition B)Purchase decision C)Product manufacturing D)Post-purchase behaviour	RE	2
2	The term "consumer" refers to: Options : A)A person who produces goods B)A person who purchases goods for resale C)A person who uses goods for personal consumption D)A manufacturer	RE	1
3	Which of these is an example of a situational influence on consumer behavior? Options : A)Personality B)Culture C)A store's atmosphere D)Motivation	UN	1
4	The process of dividing the market into groups based on shared characteristics is: Options : A)Targeting B)Segmentation C)Positioning D)Differentiation	UN	4
5	The process by which a person selects, organises and interprets information is known as Options : A)Motivation B)Learning C)Perception D)Attitude	UN	3
6	Explain the importance of studying consumer behaviour	UN	1

Qn No.	Question	CL	CO
	Options : A) To reduce customer loyalty B) To make production cheaper C) To design customer-oriented marketing strategies D) To increase administrative expenses		

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	Define consumer behaviour.	UN	1
8	State any two models of consumer decision making.	UN	2
9	List the five stages of the consumer decision-making process.	AP	1
10	A customer purchases a high-end smartphone and experiences some doubts about the purchase decision. Apply the concept of <i>cognitive dissonance</i> to explain the customer's behavior and suggest a strategy to alleviate their doubts.	AP	2
11	How can a company <i>position</i> its product to appeal to environmentally conscious consumers?	AP	4

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) A consumer is planning to purchase a new refrigerator. Apply your knowledge of <i>pre-purchase information search</i> to identify the factors that influence the extent of information search in this scenario. OR B) Use consumer behaviour insights to plan a pricing strategy for a FMCG product	AP	2, 4
13	A) Apply the EKB model to explain how a consumer decides to purchase a smartphone. OR B) Explain how to Apply the learning theories into marketing situation to attract consumers	AP	1, 3

Qn No.	Question	CL	CO
14	A) Analyse how consumer behaviour insights influence the choice of segmentation, targeting, and positioning strategies. OR B) Analyse how packaging elements like color, shape, label design etc influence consumers' perceptions of a product's quality, taste, and value. Provide examples of successful packaging strategies that have shaped consumer perceptions.	AN	4, 3
15	A) Examine the impact of social media influencers on attitude formation and change among young consumers. OR B) Analyze any of the four key characteristics of consumer behavior.	AN	3, 1

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) Articulate the relationship between attitude formation and consumer decision making OR B) Analyze the need for studying consumer behavior in shaping effective marketing strategies.	AN	3, 1
17	A) Critically evaluate how self-concept influences brand choice and loyalty in the context of lifestyle or luxury products. OR B) Evaluate how effectively marketers can reduce post-purchase dissonance for a customer who feels uncertain after buying a new pair of shoes.	EV	3, 2
18	A)	EV	3, 4

Qn No.	Question	CL	CO
	Choose different consumer learning theories and their implications for marketers OR B) A new tech startup is launching a revolutionary smartwatch. Which pricing strategy would you recommend, and why? Justify your answer with examples.		
19	A) Illustrate the steps for product positioning to develop a strategy for a new organic skincare brand. OR B) Create a post-purchase engagement strategy to reduce cognitive dissonance among smartphone buyers.	CR	4, 2