

Dr. Babasaheb Ambedkar Open University, Ahmedabad

Term-End Examination : January-2026

Course Name : MBA

Subject Name : Consumer Behaviour

Subject Code : MBA03EM311

Date : 03-03-2026

Time : 11:30AM TO 01:45PM

Max Marks : 70

Q.-1. Write answers to any one of the questions given below (in 1,200 words). (14)

- (1) Explain the measurements of social class in detail.
- (2) Explain Attitude change strategy.

Q.-2. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) Describe personality theories.
- (2) Explain the factors contributing to the increased demand for transparency.

Q.-3. Write answers to any one of the questions given below (in 1,200 words). (14)

- (1) Discuss the social factor and their influence on consumer behaviour.
- (2) Explain any three theories of Motivation.

Q.-4. Write answers to any one of the questions given below (in 1,200 words). (14)

- (1) What is consumer learning? Explain classical conditioning theory.
- (2) Write a detailed note on measurement of cultural values.

Q.-5. Write short notes on any three of the following topics. (9)

- (1) Explain the stages of Buying Process.
- (2) Write a note on post purchase behaviour.
- (3) Write a note on value based Spending.
- (4) Explain the types of consumer behaviour.
- (5) Explain the steps of purchase decision.

Q.-6. Multiple Choice Questions (5)

(1) _____ examines how human behaviour is shaped by the surrounding social and cultural structures.

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|--------------|-----------------|
| A) Economics | B) Marketing |
| C) Sociology | D) Anthropology |

(2) _____ personality trait that measures the degree of rigidity.

- | | |
|----------------------------|-------------------------|
| A) Dogmatism | B) Social Character |
| C) Consumer Innovativeness | D) Consumer Materialism |

(3) Reciprocal practices are the part of _____ -

- | | |
|--------------|-----------------|
| A) Sociology | B) Economics |
| C) Marketing | D) Anthropology |

(4) Utility theories are the part of _____

- | | |
|-----------------|------------------|
| A) Economics | B) Sociology |
| C) Neuroscience | D) Communication |

(5) Pavlov and his dog experiment demonstrated what kind of learning?

- | | |
|---------------------------|-------------------------|
| A) Classical conditioning | B) Operant conditioning |
| C) Reasoning | D) Vicarious learning |
