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Bengaluru

Mid Term Examinations - October 2026

Date: 06/10/2026 **Time:** 11:45 AM - 01:15 PM

Course Code: BBA3021 **Course Name:** Consumer Behavior

Semester: Fifth Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	92	88

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Define Consumer behavior.	2	CO1	BT1
2	State the meaning of ‘Conscious Consumerism’.	2	CO1	BT1
3	List the primary antecedents of consumer behavior.	2	CO1	BT1
4	Define Need.	2	CO2	BT1
5	List the primary antecedents of consumer behavior.	2	CO2	BT1

PART B : Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
6	Discuss the 7Ps of marketing mix, and analyze how each element influences consumer behavior. Support your answer with real-world cases.	10	CO1	BT2
7	Customers do not know what they really want. They say they want a product, but what really drives business value is emotional attachment. Explain the consumer buying decision process.	10	CO1	BT2

PART C: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
8	Discuss the factors influencing consumer behavior.	10	CO1	BT2
9	Explain the recent trends in consumer behaviour. Discuss the major factors influencing changes in consumer preferences and purchasing behaviour, with suitable examples.	10	CO1	BT2

PART D: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
10	Explain Maslow's Hierarchy of Needs.	10	CO2	BT2
11	Distinguish between need and Motivation.	10	CO2	BT2

PART E: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT

PTO (Please Turn Over)

12	Define a company based on the needs it satisfies rather than the products it sells. Explain the difference between a need-focused approach and a product-oriented approach, using a suitable example.	10	CO2	BT2
13	Explain Learning Theory in detail. Discuss the Behaviourist and Cognitive perspectives of learning, highlighting their key principles and providing suitable examples for each.	10	CO2	BT2