

Enroll No

K.E.Society's
Rajarambapu Institute of Technology, Rajaramnagar
 (An Empowered Autonomous Institute, affiliated to SUK)
Unit Test -I (2025-26)

Q.P. Code
UT 3010

S.Y. M.B.A.- Master of Business Administration

Course Code: MGM 2074

Course Name: Consumer Behaviour

Day & Date: Wednesday, 13/08/2025

Time: 10.30 a.m. to 11.30 a.m.

Max Marks - 25

- Instructions:**
- 1) All questions are compulsory.
 - 2) Figures in rounded () brackets within the question, indicate the scheme of marking for respective part of the question, whereas, figures in the first right column indicate total marks for that whole question.
 - 3) CO is the index number of the Course Outcome statement.
 - 4) The Bloom's taxonomy level (BL) for 1,2,3,4,5 and 6 is remember, understand, apply, analyze, evaluate and create respectively.
 - 5) Assume suitable data if necessary.
 - 6) Use of non-programmable calculators is allowed

Q.1 Attempt following questions given below:

	Marks	BT Level	COs
(a) Illustrate the need to analyze post purchase issues during stages in the consumption process from marketer's perspective.	08	03	CO_No 1
(b) Justify the basic idea behind Maslow's hierarchy of needs? Explain with suitable examples.	08	05	CO_No 2

OR

(c) Assess the relationship between segmentation and targeting. Justify how segmentation lays the groundwork for effective targeting.	08	05	CO_No 2
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Q.2 Attempt the questions given below:

(a) Interpret the Relevance of Studying the concepts of 'Consumer Behaviour' in the present times? Comment on its importance in terms of Management.	09	02	CO_No 3
OR			
(b) Elaborate the Learn-Feel-Do Hierarchy Consumer Involvement Model and suggest implications for the marketers with appropriate examples.	09	02	CO_No 3

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