

**BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT**

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

USN Course Code **M B A M M 3 1 1**

Third Semester MBA Degree Examinations, February 2026

**BEHAVIOURAL MARKETING****Duration: 3 hrs****Max. Marks: 100**

- Note:** 1. Answer any **FOUR** full questions from Question No. 1 to 7.  
2. Question No. 8 is compulsory  
3. Missing data, if any, may be suitably assumed

<u>Q. No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTL:CO:PO)</u>
1	a. Give the application study of consumer behaviour.	03	(3:1:1)
	b. Explain the nature and importance of consumer behaviour.	07	(3:1:1)
	c. Describe the consumer research process and explain its significance in marketing decisions.	10	(4:1:2)
2.	a. Mention the stages in the consumer buying decision process.	03	(2:3:2)
	b. Explain the levels of consumer decision making.	07	(4:3:2)
	c. Analyze situational influences and their impact on consumer buying behaviour.	10	(5:3:2)
3.	a. Define personality.	03	(2:2:1)
	b. Explain the Input–Process–Output model of consumer behaviour.	07	(3:2:1)
	c. Compare Howard–Sheth model and Nicosia model with suitable examples.	10	(4:2:2)
4.	a. Define diffusion of Innovation.	03	(2:3:2)
	b. Explain the process of perception and perceived risk.	07	(3:3:2)
	c. Examine the role of motivation and attitude in influencing consumer behaviour.	10	(4:3:2)
5	a. Give the meaning of reference group.	03	(1:3:5)
	b. Discuss reference group influence on consumer buying behaviour.	07	(4:3:5)
	c. Analyze the role of opinion leaders and market mavens in marketing strategy.	10	(5:4:5)
6.	a. Give the importance of social class.	03	(3:4:4)
	b. Explain the impact of culture on consumer behaviour.	07	(3:4:4)
	c. Analyze cross-cultural consumer behaviour problems in India and suggest strategies to overcome them.	10	(5:4:4)
7.	a. Mention the role Customer Relationship Management (CRM) in today's Market Scenario.	03	(3:4:5)
	b. Explain the types of CRM in marketing.	07	(3:4:5)
	c. Discuss customer loyalty and customer retention strategies using CRM tools.	10	(4:4:5)

**Note: (RBTL - Revised Bloom's Taxonomy Level: CO - Course Outcome: PO – Programme Outcome)**

8.

## Case Study

EcoSip, a newly launched beverage company, introduced its line of organic fruit juices packaged in eco-friendly bottles made from biodegradable materials. The company positioned itself as a premium health-conscious brand with the tagline “*Drink Pure, Live Green.*”

Initially, EcoSip targeted urban millennials in metropolitan cities through Instagram influencer campaigns, eco-friendly events, and tie-ups with organic food cafes. Sales picked up quickly in the first three months, with young consumers praising its sustainability promise and unique flavours like turmeric-orange and chia-berry.

However, after six months, sales started declining. A consumer survey revealed mixed insights:

- Many customers appreciated the eco-friendly packaging but found the juice too expensive compared to regular brands.
- Some buyers admitted they purchased EcoSip just once to try it out but did not repeat due to taste preferences.
- Influencer-driven promotions created curiosity but did not build long-term loyalty.
- Families and older consumers felt left out of EcoSip’s campaigns, perceiving it as a brand “only for youth.”
- Competitors launched similar “organic-looking” juices at lower prices, confusing consumers about authenticity.

Now, EcoSip’s marketing team faces a dilemma: Should they reposition the brand to a wider audience with affordable pricing, or continue focusing on niche premium buyers who value sustainability?

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|----|---|-----------|----------------|
| a. | Apply consumer behaviour concepts to identify the key factors that influenced consumers to initially purchase EcoSip. | <b>10</b> | <b>(4:3:3)</b> |
| b. | Analyze the reasons for the decline in EcoSip’s sales despite a strong initial market response.                       | <b>10</b> | <b>(5:4:4)</b> |

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