

4M1403

Roll No. 23MKZKX63 —

Total No. of Pages: 2

4M1403

M.B.A. IV - Sem. (Main / Back) Exam., - 2025
M – 420 Consumer Behavior

Time: 3 Hours

Maximum Marks: 70

Instructions to Candidates:

- (i) *The question paper is divided in three parts.*
- (ii) *Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

1. NIL

2. NIL

PART – A

[10×2=20]

Word limit 25 only

All questions are compulsory

- Q.1 Define the term Behaviour.
- Q.2 Identify the various types of Needs.
- Q.3 Define an Industrial Consumer.
- Q.4 What is Impulse Buying?
- Q.5 Define Social Class.
- Q.6 What is meant by Personality?
- Q.7 What is Innovation?
- Q.8 What is the importance of webstar and wind consumer behaviour model?
- Q.9 Define Motivation.
- Q.10 What is the meaning of Consumer Decision?

PART – B

[5×6=30]

Attempt any five questions

- ✓ Q.1 What are the dimensions of Consumer Behaviour? Explain.
- ~~Q.2~~ Explain in detail Howard-Sheth Model of Consumer Behaviour.
- ✓ Q.3 Define Culture. Explain the effects of culture and subculture on consumer behaviour. Give suitable examples to support your answer.
- ✓ Q.4 Explain how market segmentation, targeting and positioning are interrelated.
- ✓ Q.5 Define motivation. How can knowledge of motivation theories help marketing managers? Discuss the Maslow's Hierarchy of Needs Theory and Herzberg's Theory with examples.
- ~~Q.6~~ How are cultural values relevant to a marketing practitioner?
- ~~Q.7~~ What is Social Class? How it is measured? Highlight the impact of social class in the field of consumer behaviour.
- ✓ Q.8 Explain the term family. How does family affect decision making of consumers?

PART – C

[20]

(Compulsory)

- Q.1 (i) Frame a questionnaire with open and closed questions for conducting interviews of industrial consumers towards their buying behaviour.
- (ii) A car making company in deciding to make flying cars in India. You are required to -
- (a) Explain the motivation of consumer in buying this car and your way to promoting it.
 - (b) Segment, targeting & positioning the flying car in Indian market.
 - (c) Explain how the diffusion of the idea will be facilitated by you.

4M1445

Roll No. _____

Total No. of Pages: **2**

4M1445

M.B.A. IV - Sem. (Main / Back) Exam., - 2025

Marketing

M-420 Consumer Behaviour

Time: 3 Hours

Maximum Marks: 70

Instructions to Candidates:

- (i) *The question paper is divided in three parts.*
- (ii) *Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

1. NIL

2. NIL

PART – A

[10×2=20]

Word limit 25 only

All questions are compulsory

- Q.1 Define Consumer Behavior.
- Q.2 What is Consumer Perception?
- Q.3 What is Brand Loyalty?
- Q.4 Explain the term Subculture.
- Q.5 Define 'word-of-mouth' communication.
- Q.6 Explain the term Adoption Process.
- Q.7 What is the role of a 'Gatekeeper' in the buying process?
- Q.8 Explain the term Market Segmentation.
- Q.9 What is the significance of personality traits in consumer behavior?
- Q.10 List two factors Influencing Consumer Motivation.

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[500]

PART – B

[5×6=30]

Attempt any five questions

- Q.1 Explain the Psycho-demographic profile of Indian Consumers.
- Q.2 Analyze how personality impacts consumer purchasing decisions.
- Q.3 How does consumer behavior reflect societal values and norms?
- Q.4 Analyze the role of customs and traditions in shaping buying patterns.
- Q.5 Evaluate the impact of celebrity endorsements on brand perception.
- Q.6 Discuss the stages involved in the consumer decision-making process.
- Q.7 Discuss the stages of the Organizational Buying Process.
- Q.8 Evaluate the role of distribution channels in reaching target consumers.

PART – C

[20]

(Compulsory)

- Q.1 A tech company launches a new smartphone with advanced features. Despite positive reviews, sales are lower than expected.

Questions -

- (1) Analyze the possible reasons for the slow adoption of the new product. [10]
- (2) Suggest strategies to enhance the diffusion and adoption. [10]
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4M1417

Roll No. _____

Total No. of Pages: **4**

4M1417

M.B.A. IV - Sem. (Main / Back) Exam., - 2025
M-421 Services Marketing

Time: 3 Hours

Maximum Marks: 70

Instructions to Candidates:

- (i) *The question paper is divided in three parts.*
- (ii) *Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

1. NIL

2. NIL

PART – A

[10×2=20]

Word limited 25 only

All questions are compulsory

- Q.1 What do you mean by Service Marketing?
- Q.2 Define Market Segmentation.
- Q.3 What is the difference between Targeting and Positioning?
- Q.4 What is a Positioning Map?
- Q.5 Define Value-based Pricing.
- Q.6 What is Service Promotion?
- Q.7 What is meant by 'Place' in service marketing?
- Q.8 Why are employees important in Service Delivery?
- Q.9 Mention one key characteristic of excellent service.
- Q.10 Define CRM.

[4M1417]

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PART – B

Attempt any five questions

- Q.1 Compare and contrast Goods and Service. How does marketing of services differ from marketing of goods?
- Q.2 Using a service of your choice (e.g. Airline, Hotel or Insurance), describe how it applies STP to reach and context of service marketing.
- Q.3 Discuss how pricing strategy can affect the positioning of a service brand.
- Q.4 How can service firms can use Integrated Marketing Communication (IMC) strategies?
- Q.5 What is the role of technology in service delivery processes?
- Q.6 Analyze how frontline employees influence interaction strategies to improve service delivery?
- Q.7 Evaluate the use of the SERVQUAL Model in assessing service excellence.
- Q.8 What is the significance of Customer Relationship Management (CRM) in service marketing? How does it help in customer retention?

PART – C

[20]

(Compulsory)

Q.1 Case Study - Zomato's "Pure Veg Mode" Rollout (2024)

Background -

Zomato, a leading food delivery platform in India, introduced a new feature in 2024 called "Pure Veg Mode" and "Pure Veg Fleet", aimed at strictly vegetarian users. This move was in response to cultural and religious preferences of a large vegetarian customer base.

Service Marketing Focus Areas –

Segmentation & Targeting –

Zomato identified a specific segment – vegetarian users and tailored a service experience specifically for them.

Service Differentiation –

The new feature included a separate fleet with green uniforms and bags, ensuring no mixing with non-veg orders, enhancing physical evidence and trust.

Promotion Strategy –

Zomato used social media, influencer marketing, and app notifications to promote the feature, creating a buzz and attracting attention.

Customer Feedback –

The move received mixed reactions – some appreciated the personalization, while others criticized it for possibly creating a divide.

Outcome –

Zomato temporarily paused the feature for review due to the controversy, but it succeeded in starting a conversation about personalization and cultural sensitivity in service marketing.

Discussion Questions (Short & Long)

Attempt two-two questions from each.

Small Questions -

[2×3 = 6]

- (1) What was the target market for Zomato's "Pure Veg Mode"?
- (2) How did Zomato differentiate its service in this case?
- (3) Mention one promotional method used to advertise this new feature.

Long Questions -

[2×7 = 14]

- (1) Analyze the service marketing strategy used by Zomato for the "Pure Veg Mode".
 - (2) Discuss the risks and benefits of personalization in service marketing based on this case.
 - (3) How did Zomato use physical evidence to enhance customer trust in this case?
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Roll No. _____

Total No. of Pages: 2

4M1459

M.B.A. IV - Sem. (Main / Back) Exam., - 2025

M-421 Services Marketing

Time: 3 Hours

Maximum Marks: 70

Instructions to Candidates:

- (i) *The question paper is divided in three parts.*
- (ii) *Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

1. NIL

2. NIL

PART – A

[10×2=20]

Word limit 25 only

All questions are compulsory

- Q.1 Define Service.
- Q.2 What do you mean by service market segmentation?
- Q.3 Any two challenges in service pricing.
- Q.4 Write any four sectional components of flower of service.
- Q.5 What is the meaning of social media marketing?
- Q.6 Define franchising in service marketing.
- Q.7 Who are frontline service employees?
- Q.8 What are the parameters of judging service quality?
- Q.9 Define relationship marketing.
- Q.10 Differentiate between goods and services.

PART – B

[5×6=30]

Attempt any five questions

- ~~Q.1~~ Discuss the various ways in which services can be classified using suitable examples.
- Q.2 Discuss the steps involved in planning and branding any service of your choice.
- ~~Q.3~~ Explain the major considerations in setting the price of any service offered using appropriate example.
- Q.4 How does ambience affect the designing and managing of service processes in banking sector?
- ~~Q.5~~ Explain the role of marketing communication in service recovery process.
- ~~Q.6~~ Discuss the applications of a Service Blueprint.
- Q.7 Explain the servicescape model in detail with respect to hotel industry.
- ~~Q.8~~ Elucidate SERVQUAL Model with suitable examples.

PART – C

[20]

(Compulsory)

- Q.1 Suppose you are a Customer Relationship Manager of a public utility service firm dealing in electricity distribution and supply. Discuss in detail how would you manage public grievances and different aspects of CRM.
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4M1433

Roll No. 23MXIXX633

Total No. of Pages: 2

4M1433

M.B.A. IV - Sem. (Main / Back) Exam., - 2025
M-424 Digital and Social Media Marketing

Time: 3 Hours

Maximum Marks: 70

Instructions to Candidates:

- (i) The question paper is divided in three parts.
- (ii) Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.

1. NIL

2. NIL

PART – A

[10×2=20]

Word limit 25 only

All questions are compulsory

- Q.1 Write two differences between digital marketing and traditional marketing.
- Q.2 Write two challenges of digital marketing.
- Q.3 Write two characteristics of social marketing.
- Q.4 What do you mean by 'Facebook'?
- Q.5 Define 'Snapchat'.
- Q.6 What is location-based marketing?
- Q.7 What do you mean by influencer marketing?
- Q.8 Write two goals of CRM.
- Q.9 What do you mean by price discrimination?
- Q.10 Define Keyword Bidding.

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[5×6=30]

PART – B

Attempt any five questions

- ✓ Q.1 How can organization effectively use social media to build brand awareness?
- ✓ Q.2 What is the importance of content marketing in framing a linkedin strategy?
- ✓ Q.3 What do you mean by blogging? How does blogging fit into a broader content marketing strategy?
- ~~Q.4~~ How can businesses use data analytics to improve their online distribution channel performance?
- ✓ Q.5 How can businesses leverage e-CRM to improve customer retention and brand loyalty?
- ✓ Q.6 What are the latest trends in search engine marketing (SEM)? How are they influencing the concept of online advertising?
- ~~Q.7~~ How e-marketing research is important in understanding consumer behaviour in the digital world?
- ~~Q.8~~ What do you mean by Google Analytics? Discuss its key features.

PART – C

[20]

(Compulsory)

- Q.1 Bhatia's is a small chain of coffee shops based in Jaipur India. Known for its cozy ambiance and artisanal brews, the brand initially grew through word-of-mouth. However, with growing competition from large coffee chains and food delivery apps, Café Bliss saw a decline in footfall. In 2023, the management decided to revamp their marketing strategy by investing in digital marketing.

Questions -

- (a) Which digital marketing strategy Bhatia's should focus to increase its market share? And why?
- (b) What are the risks of relying heavily on digital marketing and how can they be managed?
-

4M1475

Roll No. 23 Mx1x6x5

Total No. of Pages: 2

4M1475

M.B.A. IV - Sem. (Main / Back) Exam., - 2025
M-424 Digital and Social Media Marketing

Time: 3 Hours

Maximum Marks: 70

Instructions to Candidates:

- (i) *The question paper is divided in three parts.*
- (ii) *Part A contains 10 questions which are compulsory. Part B contains eight questions out of which five are to be attempted. Part C contains one question which is compulsory.*

1. NIL

2. NIL

PART – A

[10×2=20]

Word limit 25 only

All questions are compulsory

- Q.1 What is the P.O.E.M. Framework in digital marketing?
- Q.2 What do you understand by pay for search advertisements?
- Q.3 Name two social media platforms.
- Q.4 What are two forms of mobile marketing?
- Q.5 What is the purpose of Google Analytics?
- Q.6 Name any two online payment options in e-marketing.
- Q.7 Define KPIs in Data Analytics.
- Q.8 What is e-CRM?
- Q.9 What is data warehouse in marketing?
- Q.10 Name any one challenge and one opportunity in internet marketing.

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[5×6=30]

PART – B

Attempt any five questions

- Q.1 Explain the evolution of digital marketing from traditional methods to the modern era.
- Q.2 Describe the digital marketing framework and its components.
- Q.3 What are the characteristics of social media platforms that make them effective for marketing?
- Q.4 Discuss the anatomy of a Facebook Ad Campaign.
- Q.5 Describe the working pattern of a search engine in relation to SEO.
- Q.6 Discuss the changes in pricing strategies in the context of e-marketing.
- Q.7 What is the significance of marketing databases and data-warehouses in digital marketing?
- Q.8 Define next-generation CRM and its importance in e-enterprises.

PART – C

[20]

(Compulsory)

- Q.1 Read the following case carefully and answer the questions that follow -
Zeno Fashions, a mid-sized clothing brand, decided to expand its online presence due to declining footfalls in its physical stores. The company launched a comprehensive digital marketing campaign that included social media ads on Instagram and Facebook, Search Engine Marketing (SEM), email marketing and influencer collaborations. They used Google Analytics to track user behaviour, identify high-performing keywords and adjust their ad spending. Their website traffic increased and online sales doubled in three months. Despite high engagement on social media, the conversion rate remained low.

To address this, Zeno Fashions revised its content strategy and optimized their landing pages for faster loading and better mobile experience. They introduced retargeting ads to bring back visitors who had abandoned their shopping carts.

These efforts aimed to convert traffic into actual sales and build stronger, long-term relationships with customers.

Questions -

- (1) Identify and explain the digital marketing tools and strategies used by Zeno Fashions in this case.
- (2) Suggest two specific ways Zeno Fashions can further improve conversion rates on their social media campaigns.