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1012N926

Candidate's Seat No : _____

MITF Sem. - 3 Examination

MITF - 201T

Cross Cultural Consumer Behaviour

December-2025

Time : 2-30 Hours]

[Max. Marks : 70

Instructions:

- **Figures to the right indicate Full Marks.**
- **Do not write anything on the question paper.**
- **Simple calculator is allowed. Do not use a scientific calculator.**

Q.1	As a marketing manager launching a new product in a competitive market, explain the meaning and importance of consumer behaviour , and discuss the factors that influence consumers' purchasing decisions . OR As an international marketing strategist planning to expand your brand into South East Asia and Africa , explain how understanding the consumer behaviour patterns in these regions can help you design effective marketing strategies suited to their cultural, social, and economic contexts.	14
Q.2	As a marketing analyst for a global retail brand, explain the difference between market segmentation and customer segmentation . Discuss how understanding the internal determinant of buying behaviour, such as consumer need , can help in developing targeted marketing strategies. OR As a brand manager launching a new health and wellness product, explain how motivation as an internal determinant of consumer behaviour influences purchasing decisions. Discuss how motivation theories can be applied to design effective marketing strategies that appeal to consumers' needs and desires.	14
Q.3	As a marketing executive promoting a luxury fashion brand, explain how personality influences consumer behaviour . Discuss how understanding concept of personality can help in creating effective branding and advertising strategies.	14

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	<u>OR</u>	
	As a marketing manager introducing a premium lifestyle product, explain how reference groups and determinants of social class influence consumer behaviour , and discuss how this understanding can help you design targeted promotional strategies.	
Q.4	As a marketing strategist planning to launch a new product line, explain how economic and demographic trends influence consumer behaviour . Discuss how you would adapt your marketing strategies to meet the changing needs of different consumer segments. <u>OR</u> A multinational company has noticed declining customer satisfaction in its European market despite stable sales in Asia. How can insights into consumer behaviour help the firm identify and address the underlying causes of dissatisfaction considering concept of consumer satisfaction and factors influencing consumer satisfaction.	14
Q.5	<u>Short Questions (7 out Of 10)</u> 1. Define Consumer Behaviour. 2. What are Targeted marketing campaigns? 3. What is the purpose of Market Segmentation? 4. Define Biogenic Needs. 5. Illustrate Psychographics with suitable example. 6. Define Reference Group. 7. What is Culture. 8. What is Consumer Satisfaction? 9. What is Customisation? 10. Define Drive.	14

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