

**IMBA in BI/IB/ APR Sem.-9 Examination
M-CBMR**

Time : 2.30 Hours]

December-2025

[Max.Marks : 70

Instructions :(1) This paper contains **FIVE** questions.

(2) All questions are compulsory.

(3) Question No.2, 3, 4 have internal options.

(4) Figures in the right side in parenthesis indicate marks.

Q.1 Define consumer behaviour and explain in depth Durkheim's suicide theory with its applicability in consumer behaviour. (14)

Q.2 Write a detailed note on the classical conditioning theory with suitable example and its applicability in consumer behaviour. (14)

OR

Q.2 Write a brief note on following: (14)

1. The Tricomponent Theory

2. Attitude towards the Ad Model

Q.3 Explain in detail the theory of diffusion of innovation, with appropriate examples. (14)

OR

Q.3 Aarav, a 22-year-old MBA student, has been using the same phone for almost four years. Recently, the phone has started lagging, its battery fades faster than afternoon sunlight, and the camera quality is nowhere close to what his friends flaunt on social media. With festival sales approaching, Aarav begins considering the purchase of a new smartphone. (14)

He browses YouTube reviews, checks Instagram reels comparing camera performance and visits two stores to "feel the phone in his own hands." His budget is tight, but attractive exchange offers whisper sweet promises. He narrows his choices to two brands: one known for reliability and long-term performance, and the other for trendy features and a superior camera.

His friends pull him in different directions: one says, "Go for the brand that lasts longer," while another says, "Bro, the camera will make your reels legendary." Aarav is torn but finally makes a decision based on what feels right for both his academic needs and weekend adventures. After buying it, he eagerly tests the phone and forms an opinion on whether his choice was worth the wait.

Question: Using the 5-step Consumer Decision-Making Process, explain what happens in each stage and write how each step applies to Aarav's case-let.

Q.4 Define the marketing research and explain its process. (14)

OR

Q.4 Write a detailed note on NPD Process with carrying a suitable example. (14)

Q.5 Read the following two case-lets and answer the questions given for each case-let, keeping relevance of the theoretical concepts. (7 Marks Each) (14)

Case-let: (A)

Customers visiting a large supermarket often spend extra time in front of the breakfast cereal section, unsure whether to buy Nutri-Bite, Choco-Crunch, Fit-Flakes, or Oat-Ease. While Nutri-Bite claims to be high in fibre, Fit-Flakes focuses on diet-conscious consumers, Choco-Crunch markets itself as fun and tasty for teens, and Oat-Ease is known for affordable pricing. The retailer wants to understand how customers actually perceive these brands in terms of taste, healthiness, and price, because the shelf arrangement and promotion strategy depend heavily on the brand's position in the customer's mind. A marketing researcher is asked to create a perceptual map to understand where each cereal stands relative to the others.

Question:

Using the concept of Perceptual Mapping, identify the likely position of each cereal brand in the consumer's mind and prepare a two-dimensional perceptual map to support your analysis. Explain your reasoning.

Case-let: (B)

Anjali wants to buy a new skincare product online from a brand called Glow-Mint, which she has never used before. Although the packaging appears appealing and the influencer reviews are glowing, she is concerned about several uncertainties. She worries whether the product will work as promised, whether her money will be wasted if it is ineffective, whether it may irritate her skin, and whether the delivery will match the product shown online. She also fears being judged by friends if the brand turns out to be unreliable. These concerns create multiple perceived risks that influence her purchase decision.

Question:

Identify and explain the types of Perceived Risk present in Anjali's situation. Using a diagram of your choice, illustrate how these risks affect her purchase decision for the Glow-Mint skincare product.