



Daffodil International University

Faculty of Business and Entrepreneurship (FBE)

Department of Business Administration

Program: BBA

Semester: Spring 2025

Time: 1 hour and 30 minutes

Course Code: MKT-403

Section: 62-A

Examination: Mid-term

Full Marks: 25

Course Title: Consumer Behavior

Course Teacher: DYS

**** Read Questions carefully. Answer all of the *FIVE* questions.**

Marks: 25 (5X5)

1. Analyze the criteria for effective segmentation with example. (CLO-3, Level-4)
2. “Freudian Theory proposes that human psychology comprises three aspects: the id, ego, and superego. The id is entirely unconscious, while the ego operates in the conscious mind”. Analyze this statement with example. (CLO-3, Level-4)
3. Distinguish between the benefit segmentation and product usage rate segmentation with example. (CLO-3, Level-4)
4. Identify the application of defense mechanisms (any five) in marketing field with example. (CLO-2, Level-3)
5. Explain the model of consumer decision making on your admission decision in DIU and describe each stages. (CLO-1, Level-2)

Good Luck