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**Presidency University**

**Bengaluru**

**School of Management**

**Summer Term End-Term Examination - August 2024**

**Date**: 05 August 2024

**Time**: 1:00Pm – 04:00pm

**Max Marks**: 100

**Weightage**: 50%

**Semester**: I

**Course Code**: MBA2022

**Course Name**: Consumer Behaviour and Practices

**Department:** SOM

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Do not write any information on the question paper other than roll number.*
3. *Question paper consists of 3 parts.*

**PART A**

**Answer any 10 Questions. Each question carries 3 marks. (10Qx 3M= 30)**

1. Question (CO:01 Knowledge)

Outline the digital trends that influence consumer behaviour

1. Question (CO:02 Knowledge)

List and briefly explain the characteristics of any two types of digital consumers

1. Question (CO:03 Knowledge)

Describe the concept of consumer involvement and explain how it affects purchasing decisions

1. Question (CO:04 Knowledge)

Explain how cultural factors influence consumer behavior. Provide two examples to support your explanation

1. Question (CO:05 Knowledge)

Explain extensive problem solving with a consumer behavior example

1. Question (CO:01 Knowledge)

Describe any three roles of the members belonging to the buying center

1. Question (CO:02 Knowledge)

Describe rational decision making with an example

1. Question (CO:03 Knowledge)

Describe two ways in which personality can influence a consumer's purchasing decisions.

1. Question (CO:04 Knowledge)

List the socio-cultural factors that influence consumer decision making

1. Question (CO:05 Knowledge)

List the personal factors that influence consumer decision making

1. Question (CO:02 Knowledge)

List and briefly explain the characteristics of any two types of traditional consumers

1. Question (CO:03 Knowledge)

Describe emotional consumer decision making with an example

**PART B**

**Answer any 4 Questions. Each question carries 10 marks. (4Qx 10M= 40)**

1. Question (CO:01 Application)

Apply Maslow’s hierarchy of needs theory to explain how consumers might move from one level to the next to the next?

1. Question (CO:02 Application)

Describe the five main phases of the consumer decision making process.

1. Question (CO:03 Application)

Distinguish between positive and negative motivation, and review how do rational and emotional motives influence consumer behavior?

1. Question (CO:04 Application

Describe the marketing applications of operant conditioning theory of consumer learning

1. Question (CO: 05 Application)

Describe how social comparison and social influence differ from each other in throwing insights on consumer decision making. Use the purchase of house or flat as an example to emphasize your points.

1. Question (CO:04 Application)

Discuss with suitable examples how the four different functions of attitude given below help marketers to understand their consumers better with the product examples given alongside  
a. Utilitarian Function - Dishwasher  
b. Ego-defensive Function – Sports Bike

**PART C**

**Answer the following Questions. (2Qx 15M= 30)**

1. Question (CO:05 Analysis)

John, a 35-year-old software engineer, is known among his friends and colleagues for his adventurous and outgoing personality. He loves outdoor activities such as hiking, biking, and camping, and he is always on the lookout for new experiences. John’s adventurous nature influences many of his purchasing decisions, from the gadgets he buys to the clothes he wears.

One weekend, John decides to visit an outdoor gear store to buy a new hiking backpack. He is immediately drawn to a brand called "TrailBlaze" that markets itself as innovative and designed for extreme outdoor activities. The store has a variety of backpacks from different brands, but John spends most of his time examining the "TrailBlaze" backpacks. He appreciates the modern design, durability, and features like water resistance and multiple compartments.

The sales representative notices John’s interest and starts a conversation, highlighting the backpack’s unique features and sharing stories of other adventurers who swear by the brand. John feels a strong connection with the brand’s image and the adventurous stories associated with it. He decides to purchase the "TrailBlaze" backpack and later posts a review online, praising its functionality and design.

**Questions:**

1. **Analyze how John's personality influenced his purchasing decision. What aspects of his personality were most impactful in his choice?** (3 marks)
2. **Discuss the role of the sales representative in reinforcing John's decision to buy the "TrailBlaze" backpack. What strategies did the sales representative use to appeal to John's personality?** (3 marks)
3. **Identify and explain two marketing strategies that "TrailBlaze" could use to attract consumers with similar personalities to John.** (4 marks)
4. Question (CO:04 Analysis)

Emma, a 28-year-old professional, recently moved to a new city for work. She has always been very health-conscious and prefers organic food products. One day, while shopping at a local grocery store, she notices a new brand of organic snacks called "Nature's Delight." The packaging is attractive, and the product claims to be 100% organic and non-GMO. Emma decides to give it a try.

After purchasing the snacks, Emma notices that they taste just as good as her favorite brand but are significantly cheaper. However, when she mentions the new snacks to her colleagues, they express skepticism about the authenticity of the "organic" label, given the lower price. This causes Emma to second-guess her purchase.

Later, Emma visits the brand's website and finds detailed information about their sourcing and certification processes, which reassures her about the product's quality. She also notices positive reviews from other customers. Over time, Emma continues to purchase "Nature's Delight" snacks and even recommends them to friends.

**Questions:**

1. **Explain how Emma's perception of "Nature's Delight" changed throughout her experience. What factors influenced these changes?**
2. **Identify and discuss the role of external influences on Emma's perception of the new brand. Provide specific examples from the caselet.**
3. **Based on the caselet, analyze how "Nature's Delight" could improve its marketing strategy to positively influence consumer perception from the outset.**