

Roll No.



**PRESIDENCY
UNIVERSITY**
BENGALURU

Department of Research & Development
Mid - Term Examinations - SEPTEMBER 2024

Odd Semester: Ph.D. Course Work	Date: 28 /09/2024
Course Code: MBA 2030	Time: 2:00pm – 3:30pm
Course Name: Consumer Behaviour	Max Marks: 50
Department: School of Management	Weightage: 25%

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 5 marks.		4Qx5M=20M
1	Define Consumer behaviour and discuss the input-process-output model of consumer behaviour.	5 Marks
2	Define Motivation and distinguish between rational and emotional motives.	5 Marks
3	Describe the classical conditioning theory of learning with suitable examples.	5 Marks
4	Describe the family life cycle and explain how this is used for targeting and positioning consumers?	5 Marks

Part B

Answer ALL Questions. Each question carries 15 marks.		2QX15M=30M
5	Discuss the concept of personality, its traits, and explain whether it is possible for one person to change another person's personality? Explain using psychological theories you know along with suitable examples.	15 Marks
6	<p>BUSINESS CASE</p> <p>Reliance Retail has the distinction of operating the largest consumer electronics store chain in India through a network of over 8,700 Reliance Digital and Jio stores.</p> <p>Reliance Digital offers over 200 national and international brands offering a widest assortment of products spanning across Audio & Video products, Digital Cameras, Durables like Air Conditioners, Refrigerators, Washing Machines, Microwave Ovens, Water Purifiers, Kitchen and Home Appliances, Gaming</p>	15 Marks

Consoles & Games, Computers, Laptops, Tablets & Peripherals, Mobile and Fixed line instruments as well as a wide range of accessories and new-age gadgets across all major product categories. Reliance Digital offers its customers a delightful shopping experience and help them in bringing home the latest & best of technology at unbeatable price.

Of late Reliance Digital has decided to launch a new line of **smart home devices**, which includes smart speakers and home security systems. While the product is technologically advanced, the company wants to build a marketing campaign that goes beyond technical features. Their goal is to understand how psychological and sociological factors influence purchasing decisions, thereby enhancing product adoption among different consumer segments.

As a member of the marketing strategy team, you are tasked with analyzing these influences and proposing a marketing strategy that can appeal to the psychological and sociological factors driving consumer behavior.

QUESTIONS

- A. Examine the role of reference groups in impacting the purchasing decisions for smart home devices?
- B. Discuss as to how does social status influence consumer choices for smart home devices?
- C. Identify key motivators for purchasing smart home devices