Roll No. ☐☐☐☐☐☐☐☐☐☐☐☐

PRESIDENCY UNIVERSITY

BENGALURU
School of Management
Mid - Term Examinations – November 2024

Semester: III   **Date**: 07-11-2024

Course Code: MBA2030   **Time**: 02:00pm – 3:30pm

Course Name: Consumer Behaviour   **Max Marks**: 50

Program: MBA   **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 3 marks.   **3Mx5Q=15M**

1	Define Consumer Behaviour and explain its utility to a Business.	3 Marks	Knowledge	CO1
2	Recall the five stages of the Consumer decision making process in the right sequence.	3 Marks	Knowledge	CO1
3	Recall the FIVE Consumer needs according to Maslow's hierarchy and briefly explain their influence on the buying decisions.	3 Marks	Knowledge	CO2
4	List down any THREE factors that influence consumer buying decisions giving one example for each.	3 Marks	Knowledge	CO2
5	Recall the meaning of post-purchase dissonance, and list down some key actions that businesses need to take in order to address the same.	3 Marks	Knowledge	

Part B

Answer ALL the Questions. Each question carries 10 marks.   **10Mx2Q=20M**

6	Many companies invest heavily in loyalty programs to retain customers and reduce churn. Describe the role of brand loyalty in influencing repeat purchases and consumer behaviour over time.	10 Marks	Application	CO1

Or

7	Motivation drives consumers to fulfil their needs and desires, influencing their purchasing decisions in various ways. Explain the different types of motivation (e.g., intrinsic vs. extrinsic) and their impact on consumer choices in the marketplace.	10 Marks	Application	CO1

| 8 | Various models exist to describe how consumers make purchasing decisions, each providing unique insights into their behaviour. Describe the factors that influence the "Input-Process-Output" model explaining its utility for marketers to understand the Consumer Buying Behaviour. | 10 Marks | Application | CO2 |

or

| 9 | Consumer Buying Behaviour is affected by multiple factors, including psychological, social, cultural, and personal influences. Interpret the interaction between psychological factors (like perception and attitudes) and social factors (such as family and friends) in shaping Consumer Buying Behaviour. | 10 Marks | Application | CO2 |

Part C

Answer the Question. Question carries 15 marks.   **15Mx1Q=15M**

| 10 | Consumer mind is like a black box. It is very difficult to gauge the process involved in buying decisions. However, same consumer adopts different levels of problem while buying different types of products. Identify the levels of problem solving while consumer decision making process while purchasing the following products: | 15 Marks | Analysis | CO1 |

  a) I phone16 pro
  b) Rado Watch
  c) Cadbury Silk
  d) Ariel Detergent
  e) Kia Motors
  f) Lifestyle
  g) Haier Refrigerator