PRESIDENCY UNIVERSITY
BENGALURU

School of Management

Mid - Term Examinations – November 2024

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

Course Code: MBA3079   **Time**: 02:00pm – 03:30pm

Course Name: Digital Consumer Behavior   **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	Relate market segmentation in the context of digital consumer.	3 Marks	Knowledge	CO1
2	Recall the key demographics used in market segmentation.	3 Marks	Knowledge	CO1
3	Show the role of digital technology in enhancing customer value.	3 Marks	Knowledge	CO1
4	State the major benefits of digital technology for marketers.	3 Marks	Knowledge	CO1
5	Define consumerism, and how does it relate to digital consumers?	3 Marks	Knowledge	CO1

Part B

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

6a	Apply demographic segmentation to design a digital marketing campaign for a new online clothing store?	10 Marks	Application	CO1

Or

7a	An e-commerce business use customer satisfaction data to improve customer retention strategies. Justify with suitable example.	10 Marks	Application	CO1

8a	Explain how to implement the provisions of the Consumer Protection Act (CPA-2019) in an online shopping platform to ensure consumer rights are protected.	10 Marks	Application	CO1

or

9a	Digital technologies are applied to create personalized marketing experiences for consumers. Discuss	**10 Marks**	**Application**	**CO1**

Part C

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

10	An online fashion retailer noticed that despite heavy website traffic, the conversion rate (visitors making a purchase) is low. Their target audience consists primarily of young adults aged 18-30. They have recently implemented features like personalized product recommendations and live chat support with virtual avatars.	**15 Marks**	**Analysis**	**CO1**

Question:

Analyze the possible reasons for the low conversion rate despite high traffic. Consider the role of digital consumer decision-making, avatar characteristics (expertise, similarity, attractiveness), and the effectiveness of personalized recommendations. What improvements could be made to enhance conversions?