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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 08 / 01/ 2025 **Time:** 09:30am – 12:30pm |

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| **School:** SOC | **Program:** BBA |
| **Course Code:** BBA3021 | **Course Name:** Consumer Behavior |
| **Semester**: V | **Max Marks**:100 | **Weightage**: 50 |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **10** | **10** | **20** | **30** | **30** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2 marks. (10Q x 2M = 20M)** | **Bloom's Level**  | **CO** |

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| **1** | Define consumer Behaviour. | **2 Marks** | **Remember** | **CO1** |
| **2** | Find out the diversity of consumer behavior. | **2 Marks** | **Remember** | **CO1** |
| **3** | What are the key characteristics of Personality? | **2 Marks** | **Remember** | **CO2** |
| **4** | Define post purchase behavior. | **2 Marks** | **Remember** | **CO2** |
| **5** | What are the limitations in channel of communication? | **2 Marks** | **Remember** | **CO3** |
| **6** | Name the meaning of Evaluation in the context of Consumer Buying Decision. | **2 Marks** | **Remember** | **CO3** |
| **7** | Define consumerism. | **2 Marks** | **Remember** | **CO4** |
| **8** | Describe the stages of the Traditional family life cycle | **2 Marks** | **Remember** | **CO4** |
| **9** | List the functions of Attitude. | **2 Marks** | **Remember** | **CO5** |
| **10** | Outline the social responsibilities of marketing. | **2 Marks** | **Remember** | **CO5** |

**Part B**

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| **Answer ALL the Questions. Each question carries 7 marks. (5Q x 7M = 35M)** | **Bloom's Level**  | **CO** |
| **11** | Explain the model of consumer behavior based on stimulus – response. | 7 Marks | Understand | CO2 |
|  | **Or** |
| **12** | Discuss the characteristics and uses of Howard- Sheth model. | 7 Marks | Understand | CO2 |

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| **13** | Explain the Maslow’s theory of hierarchy of needs and its relevance to consumer behavior. | 7 Marks | Understand | CO3 |
|  | **Or** |
| **14** | Summarize the perception measured in consumers. Explain any one method in detail. | 7 Marks | Understand | CO3 |

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| **15** | Discuss the role of socio-cultural dimensions in consumer behavior. | 7 Marks | Understand | CO4 |
|  | **Or** |
| **16** | Interpret the impact of communication on consumer behavior. | 7 Marks | Understand | CO4 |

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| **17** | Illustrate the differences between High Involvement and Low Involvement consumer models in the purchasing process. | 7 Marks | Understand | CO5 |
|  | **Or** |
| **18** | Describe the post-purchase behavior of a consumer. | 7 Marks | Understand | CO5 |

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| **19** | Discuss the various factors influencing consumer behaviour.  | 7 Marks | Understand | CO5 |
|  | **Or** |
| **20** | Describe how consumer behavior impacts marketing strategies. | 7 Marks | Understand | CO5 |

**Part C**

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| **Answer Any THREE Questions. Each question carries 15 marks. (3Q x 15M = 45M)** | **Bloom's Level**  | **CO** |

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| **21** | Evaluate for and against of consumer decision- making through online reviews. | **15 Marks** | **Apply** | **CO2** |
| **22** | "Apply your knowledge and personal experiences to analyze the impact of recent demonetization on consumer behavior. Highlight specific changes in purchasing patterns, payment methods, and spending habits, providing relevant examples to support your analysis." | **15 Marks** | **Apply** | **CO3** |
| **23** | Marketers used to know the pre and post purchase behaviour of the consumers, so that they can increase sales. Illustrate with examples. | **15 Marks** | **Apply** | **CO4** |
| **24** | Examine how culture, sub – culture, and cross culture influences consumer buying behavior.  | **15 Marks** | **Apply** | **CO5** |