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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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

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| **School:** SOM-PG | **Program:** MBA | |
| **Course Code :** MBA2030 | **Course Name :** Consumer Behaviour | |
| **Semester**: III | **Max Marks**: 100 | **Weightage**:50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **16** | **16** | **49** | **19** |  |

**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 3marks. 3Mx10Q=30M** | | | | |
| **1** | Consumer behavior, a marketing subdiscipline since the 1940s, is now an interdisciplinary social science that draws from psychology, sociology, social anthropology, ethnology, ethnography, marketing, and economics (particularly behavioral economics). Define “Consumer behaviour” and list all the activities entailed in it. | **3 Marks** | **Knowledge** | **CO1** |
| **2** | Peoples’ preferences of buying goods and services keep changing over as they age. Describe how the age and life-cycle changes influence consumer behaviour in food, clothing and shelter requirements? | **3 Marks** | **Knowledge** | **CO1** |
| **3** | Organizational buying behavior and consumer buying behavior represent two unique processes that shape purchasing decisions, yet they vary considerably in numerous ways. List out any 3 differences between a Personal Consumer and an Organizational consumer? | **3 Marks** | **Knowledge** | **CO2** |
| **4** | Consumers have both innate and acquired needs. Define both innate and acquired needs and give an example of each kind of need. | **3 Marks** | **Knowledge** | **CO2** |
| **5** | Human needs are never fully or permanently satisfied. As individuals attain their goals, they develop new ones. If they do not attain their goals, they continue to strive for old goals or they develop substitute goals. Describe your understanding of a substitute goal with a suitable example. | **3 Marks** | **Knowledge** | **CO3** |
| **6** | Outline the difference between frustration and defense mechanisms, and provide an appropriate example to illustrate both the concepts. | **3 Marks** | **Knowledge** | **CO3** |
| **7** | Jung stated that personality only evolves from necessity and that contemporary society hinders individual completeness. State your explanation if it possible for you to completely change someone’s personality? | **3 Marks** | **Knowledge** | **CO3** |
| **8** | Define Learning and list out any two characteristics of learning. | **3 Marks** | **Knowledge** | **CO4** |
| **9** | The short-term store is where information is processed and held for just a brief period. Define rehearsal and describe how the information in short term store is transferred to the long-term store. | **3 Marks** | **Knowledge** | **CO4** |
| **10** | Customer journey mapping helps businesses understand the customer experience and identify pain points and areas for improvement. Define total customer experience. | **3 Marks** | **Knowledge** | **CO4** |

**Part B**

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| **Answer ALL the Questions. Each question carries 10 marks. 10Mx4Q=40M** | | | | |
| **11** | Explain your understanding of an “Omni Channel” and discuss in detail the customers expectations from an Omni Channel with suitable examples. | **10 Marks** | **Comprehension** | **CO1** |
| **or** | | | | |
| **12** | In consumer research, it seeks to observe consumers in their everyday lives, often in their homes or workplaces, to gain insights into their habits, preferences, and decision-making processes. Define Ethnography? and summarize as to why and how will Ethnography be useful for a specific Country like Denmark which is inviting people to take up its citizenship drive program? | **10 Marks** | **Comprehension** | **CO1** |

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| **13** | Finding the right balance between emotional and rational choices is key for businesses looking to appeal to their target audience. When both rational and emotional motives drive consumer behavior, a dual-approach marketing strategy that balances logic with feelings is most effective. Explain in detail as how do marketers put rational and emotional motives to drive consumer behavior for the following products?   1. SMART PHONES 2. HEALTHCARE PRODUCTS – WEIGHTLOSS 3. LUXURY CAR BRANDS | **10 Marks** | **Comprehension** | **CO2** |
| **or** | | | | |
| **14** | Type A and Type B personality theory was devised by doctors Meyer Friedman and Ray Rosenman in the 1950s. Distinguish between Type A and Type B personality traits and explain with suitable examples how these personality types influence buying behaviour.. | **10 Marks** | **Comprehension** | **CO2** |

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| **15** | An appropriate message appeal and message code influence consumer buying decision. Explain with suitable examples the rational, emotional and social appeal along with verbal, non-verbal codes that you would employ for the following products, to influence buying behaviour.   1. Toilet Cleaners – Harpic 2. Lipsticks 3. Notebooks | **10 Marks** | **Comprehension** | **CO3** |
| **or** | | | | |
| **16** | Discuss in detail the Elaboration Likelihood model and summarize the central and peripheral route to persuasion for the following products / services   1. Presidency University MBA Program – Education Service 2. Popular Stain removing fabric cleanser 3. Toothpaste | **10 Marks** | **Comprehension** | **CO3** |

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| **17** | Summarize some of the reference group appeals with suitable examples? | **10 Marks** | **Comprehension** | **CO4** |
| **or** | | | | |
| **18** | Discuss the role of an opinion leader in influencing consumer purchase decision. | **10 Marks** | **Comprehension** | **CO4** |

**Part C**

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| **Answer all the Questions. Each Question carries 15 marks. 15Mx2Q=30M** | | | | |
| **19** | CASE 1: SLUMDOG: FAD OR FASHION?  "And the Oscar goes to ... *Slumdog Millionaire."* This line was delivered eight times in Hollywood at the 81st Annual Academy  Awards. Not bad for a film produced on a shoestring budget of $15 million—a pittance by Hollywood standards. It is the story of a young man from the slums of Mumbai who overcomes all odds to beat a television quiz show (the Indian equivalent of the show "Who Wants to be a Millionaire?") and wins an award of 20,000,000 rupees.  The movie was a hit with worldwide critics, but the audience  reaction in India was mixed. Many Indians claim that this  movie cannot be considered a credit to India because its director  is British, and the lead actor, Dev Patel, is also from England.  However, Indians are proud of A. R. Rahjman, a well-known  Indian musician, for his Oscar-winning film score.  It's hard to deny that the film turned the world's attention to India. Some were excited by the global interest, but others were not pleased. They felt that the film did not depict the "real" India. Many from Dharavi, the Mumbai slum featured in the film, protested that the name "Slumdog" was derogatory.  In an interview, director Danny Boyle responded, "basically  it's a hybrid of the word 'underdog'—and everything  that means in terms of rooting for the underdog and validating  his triumph—and the fact that he obviously comes from the  slums."  Whatever one's attitudes toward the filmmakers' rights to portray poverty and injustice in India, it cannot be argued that the film increased awareness of what UNICEF estimates as 11 million children who currently live on the streets of India. In fact, *Slumdog* has been credited with inspiring a boost in donations to organizations that fight homelessness in India, including Railway Children, SOS, Children's Villages of India, and Save the Children. Railway Children reports Web site visits at 10 times what they were before the film, and many other groups report an increase in donations as well.  QUESTIONS   * + - 1. Can you give specific examples of how *Slumdog Millionaire*   is part of the culture production system? Specifically, what  are the three major subsystems and who are the cultural  gatekeepers in this context?   * + - 1. What does it mean that critics of the film are concerned   about India's underlying "cultural category?"   * + - 1. How do you predict the film's success will influence the   popularity of Bollywood productions—will it spark a fad or  a fashion? | **15 Marks** | **Application** | **CO3** |
| **20** | CASE 2 : DOMINO’S DILEMMA  Social media sites are so much part of mainstream culture that  the Internet Advertising Bureau (IAB) recently reported they  have exceeded the reach of television. *Social media marketing*  describes the use of social media to engage with customers to  meet marketing goals. It's about reaching customers via online  dialogue. According to Lloyd Salmons, chairman of the IAB, it's  really about brands having conversations.  But sometimes use of social media backfires for companies.  This certainly was the case for Domino's, the national pizza delivery company. Two employees of a North Carolina Domino's  store posted a YouTube video of themselves in the kitchen as  they performed disgusting practices with pizza ingredients:  **In about five minutes it'll be sent out on delivery where somebody**  **will be eating these, yes, eating them, and little did they know that**  **cheese was in his nose and that there was some lethal gas that**  **ended up on their salami. . . that how we roll at Domino's**.  What steps should a company take when it faces a social  media marketing disaster like this? Should Domino’s just ignore  the videos and assume that the buzz will die down, or  should it take quick action? Domino's did nothing for the first  48 hours but eventually—after more than one million people  viewed the spot—got the video removed from YouTube. Domino's  also posted a YouTube clip of its CEO who stated:  **We sincerely apologize for this incident. We thank members of the**  **online community who quickly alerted us and allowed us to take**  **immediate action. Although the individuals in question claim it's**  **a hoax, we are taking this incredibly seriously.**  Domino's also announced that the store where the videos were taken was shut down and sanitized. In addition, the company opened a Twitter account to deal with consumer questions. The two employees involved were fired (duh!) and charged with the felony of delivering prohibited foods.  Was this a strong enough response by Domino's? Most social media marketing experts grade Domino's actions as excellent but a bit delayed. In fact, an *Advertising Age* survey revealed that 64 percent of readers believed that the company did the best it could to deal with the crisis. Still, there's no doubt this incident was a pie in the eye for the company.  **QUESTIONS**   1. Do you think customers who saw this video changed their attitude toward Domino's? 2. Which source—the rogue employees or the company's CEO—would be more credible? 3. The video included vivid, disgusting images of the Domino's product. Was a "talking head" response by the CEO the most effective counter message? What type of message structure and/or content might the company have used instead to push back against this depiction? | **15 Marks** | **Application** | **CO3** |