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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **Ph.D. Course Work End Term Examinations – JAN-FEB 2025** |
| **Date:** 07 – 02-2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOM | **Program:** Ph. D | |
| **Course Code** : MGT896 | **Course Name :** Consumer Behavior | |
| **Semester**: | **Max Marks**: 100 | **Semester**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **40** | **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 10 marks. 6Q x 10M=60Marks** | | | | |
| **1** | Explain the differences between classical conditioning and observational learning in consumer behavior. | **10 Marks** | **L** | **CO1** |
| **2** | What is the tri-component model of attitude? Illustrate it with an example. | **10 Marks** | **L** | **CO1** |
| **3** | Describe the Theory of Reasoned Action (TRA) and its application in understanding consumer behavior. | **10 Marks** | **L** | **CO1** |
| **4** | Explain the Elaboration Likelihood Model (ELM) and its relevance in marketing. | **10 Marks** | **L** | **CO1** |
| **5** | Discuss the concept of cognitive dissonance and how marketers can address it. | **10 Marks** | **L** | **CO1** |
| **6** | What is social comparison, and how does it influence consumer behavior? | **10 Marks** | **L** | **CO1** |

**Part B**

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| --- | --- | --- | --- | --- | --- |
| **Answer the Questions. Each question carries 20 marks 2Q x 20 = 40 Marks** | | | | | |
| **7.** |  | Evaluate the sociological influences on consumer behavior by applying the EKB Model and Howard Sheth Model to a real-world scenario. | **20 Marks** | **H** | **CO2** |
|  | | | | | |
| **8.** |  | Discuss the implications of the Consumer Protection Act (CPA-2019) in the context of e-commerce and digital consumerism, with relevant examples. | **20 Marks** | **H** | **CO3** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***