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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **Ph.D. Course Work End Term Examinations – JAN-FEB 2025** |
| **Date:** 31- 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOC | **Program:** Ph.D. |
| **Course Code:** COM801 | **Course Name:** Consumer behavior |
| **Semester**:  | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **20** | **10** | **10** | **60** |  |

**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** | What are cultural factors, and how do they influence consumer behavior? | **10 Marks** | **L1** | **CO1** |
| **2** | What are the different types of learning that shape consumer behavior? | **10 Marks** | **L2** | **CO1** |
| **3** | How is perception defined, and what role does it play in consumer behavior? | **10 Marks** | **L1** | **CO2** |
| **4** | What are the key elements of consumer perception? Provide suitable examples. | **10 Marks** | **L2** | **CO3** |
| **5** | What is conscious consumerism, and how does it impact buying decisions? | **10 Marks** | **L1** | **CO4** |
| **6** | Describe are the key elements of consumer perception, with suitable example | **10 Marks** | **L2** | **CO4** |

**Part B**

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| **Answer the Questions. Each question carries 20 marks 2Q x 20 = 40 Marks** |
| **7.** |  | What are the stages of the buyer decision-making process, and how does each stage influence purchasing behavior? | **20 Marks** | **L2** | **CO4** |
|  |
| **8.** |  | Describe the key components of the Howard-Sheth Model. How do they interact to influence consumer behavior? | **20 Marks** | **L2** | **CO4** |

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