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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **Ph. D Course Work End Term Examinations – JAN-FEB 2025** |
| **Date:** 04 – 02- 2025 **Time:** 09:30 am – 12:30 pm |

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| --- | --- | --- |
| **School:** SOM | **Program:** Ph. D | |
| **Course Code:** MGT904 | **Course Name:** Digital Consumer Behavior | |
| **Semester**: | **Max Marks**:100 | **Weightage**: 50% |

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| --- | --- | --- | --- | --- | --- |
| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **40** | **40** | **20** | **-** | **-** |

**Instructions:**

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

**Part A**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 10marks. 6Q x 10M=60Marks** | | | | |
| **1** | Explain the importance of studying digital consumer behavior for businesses in the e-commerce industry. | **10 Marks** | **L** | **CO1** |
| **2** | Discuss the role of technology in shaping the digital consumer experience with relevant examples. | **10 Marks** | **L** | **CO1** |
| **3** | Analyze the key stages of the digital consumer journey and discuss how businesses can influence each stage. | **10 Marks** | **L** | **CO2** |
| **4** | Discuss the impact of influencers and user-generated content (UGC) on digital consumer behavior | **10 Marks** | **L** | **CO2** |
| **5** | Explain how businesses use consumer data to create personalized experiences and improve customer retention | **10 Marks** | **L** | **CO3** |
| **6** | Discuss the ethical challenges associated with collecting and using consumer behavior data in the digital age. | **10 Marks** | **L** | **CO3** |

**Part B**

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| **Answer the Questions. Each question carries 20 marks 2Q x 20 = 40 Marks** | | | | | |
| **7.** |  | Explain the stages of the digital consumer decision-making process. Provide examples of how businesses can influence each stage. | **20 Marks** | **L** | **CO1** |
|  | | | | | |
| **8.** |  | Discuss the impact of social media platforms on digital consumer behavior. How can brands use social media to foster loyalty and engagement? | **20 Marks** | **L** | **CO2** |

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