



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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End - Term Examinations – MAY/ JUNE 2025

Date: 04-06-2025

Time: 01:00 pm – 04:00 pm

School: SOM UG	Program: BBA-Aviation	
Course Code: BBA3021	Course Name: Consumer Behavior	
Semester: IV	Max Marks: 100	Weightage:50%

CO – Levels	CO1	CO2	CO3	CO4	CO5
Marks	18	23	33	26	NA

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2 marks.

10Q x 2M=20M

1.	What is meant by Subliminal perception?	2 Marks	L1	CO1
2.	State the meaning of Classical conditioning.	2 Marks	L1	CO1
3.	State the difference between wholesaler &Retailer.	2 Marks	L1	CO1
4.	Give the meaning of Disassociate reference groups.	2 Marks	L1	CO2
5.	What do you mean by dissonance buying behavior?	2 Marks	L1	CO2
6.	Recall the concept of Disruptive Innovation.	2 Marks	L1	CO2
7.	Give the meaning of consumer research.	2 Marks	L1	CO2
8.	Describe Marketing 4.0.	2 Marks	L1	CO3
9.	Differentiate between Marketing and selling.	2 Marks	L1	CO4
10.	Define TORA.	2 Marks	L1	CO4

Part B

Answer ALL the Questions. Each question carries 7 Marks.

Total Marks 35M

11.	a.	How can the marketing efforts effectively guide the target audience through Attention, Interest, Desire, and Action to achieve our marketing objectives?	07 Marks	L2	CO 1
Or					
12.	a.	The stimuli are received, interpreted, and stored by individuals -Analyze the consumer perception process	07 Marks	L2	CO 2
13.	a.	Outline some of the recent trends in consumer behavior and how they reflect changes in technology, culture, or social influence.	07 Marks	L2	CO 2
Or					
14.	a.	Describe the key elements of consumer learning and illustrate how they work together to influence a consumer's purchasing behavior.	07 Marks	L2	CO 3
15.	a.	Recall the theory of impulsive Small acts when multiplied by millions of people can transform the world. Defend this using the concept of STP Analysis	07 Marks	L2	CO 3
Or					
16.	a.	Outline the various types of Innovation	07 Marks	L2	CO 3
17.	a.	Explain the term Geo Fencing and state its features	07 Marks	L2	CO 3
Or					
18.	a.	<p>Giant Foods' Thanksgiving Ad (2020)</p> <p>Giant Food's Thanksgiving ad in 2020 sparked controversy and backlash for its portrayal of an interracial family. The company introduced an ad featuring a Black woman and a white man with their biracial children, celebrating the holiday together. While intended to promote inclusivity and diversity, some viewers criticized the ad as being "too political" or "agenda-driven."</p> <p>Despite the negative feedback, Giant Food stood by the ad, stating its commitment to reflecting the diversity of its customer base. The incident underscored the ongoing societal debate surrounding representation in advertising and the importance of companies navigating sensitive issues with cultural sensitivity and inclusivity.</p>	07 Marks	L2	CO 3
19.	a.	Consider a scenario where your company have received multiple client proposal to collaborate for future requirement	07 Marks	L2	CO 3

		as a lead you are now asked to design roadmap using Marketing 4.0			
Or					
20.	a.	Every individual buyer will not be your ultimate customer, in order to retain them outline few strategies used in consumer buying process	07 Marks	L2	CO 4

Part C

Answer any Three Questions. Each question carries 15 marks

3Q x 15M=45M

21.	a.	<p>Oneplus – A Chinese success story in India The focus of this case study is the success of Chinese smartphone maker OnePlus in India. In December 2014, OnePlus launched its first smartphone in India, and within four years, it had become the country's most popular premium smartphone brand. 15 Marks Apply CO2</p> <p>According to the case study, OnePlus's strategy in India was to launch high-end smartphones at affordable prices, build a strong community, focus on customer service, and use clever marketing techniques. Obsession with product design and quality, branding, and customer engagement was OnePlus's core strength. An emphasis on viral marketing and community interaction, including social media, to spread the company's message. OnePlus faced several challenges, despite its phenomenal success in India. Competition, scaling offline, price-sensitive Indian consumers, low smartphone penetration, and an economic slowdown were all factors that contributed to the decline. Furthermore, OnePlus risked losing price-conscious customers as its phones became more expensive. Vikas Agarwal, OnePlus India's General Manager, faced several challenges as India remained a critical market for the company. These included increasing the adoption of OnePlus devices in India, expanding offline, crushing competition, and maintaining OnePlus' dominance in India's premium smartphone segment. 1. Evaluate the expansion and entry of OnePlus into India. 2.Consider how OnePlus can maintain its position as a leading player in the Indian premium smartphone market by looking at the company's plans. 3. Find out what helped OnePlus become so popular in India.</p>	15 Marks	L3	CO 2
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22.	a.	Does the Theory of Maslow's Hierarchy reflect on the real world. Justify And does the theory of Howard Sheth predict the future outcomes -Analyze	15 Marks	L3	CO 3
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23.	a.	Case Analysis: Tesla's Predictive Maintenance via Business Intelligence Background Tesla, Inc., a leader in electric vehicles	15 Marks	L3	CO 3
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		<p>and sustainable energy solutions, continuously seeks to enhance customer experience and vehicle reliability through innovative technology. One of the ongoing challenges for Tesla has been maintaining the high reliability and performance standards that customers expect from a premium brand. Challenges The challenge was proactively addressing maintenance needs across its fleet of vehicles to prevent issues before they impact customers. The vast amount of data generated by Tesla's connected vehicles required a sophisticated approach to data analysis and real-time monitoring. 1.How can Tesla's approach improve operational efficiency and strengthen customer trust in the brand. 15 Marks Apply CO4</p> <p>2.Examine the STP Factor that proves technological advancements have solidified Tesla's reputation as an innovator in the automotive industry</p>			
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24.	a.	<p>"Business opportunities are like buses; there's always another one coming"-Justify this statement with the recent trends in consumer behaviour.</p>	15 Marks	L3	CO 4
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