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PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date 10-10-2025

Time: 09.30am to 11.00am

School: SOC	Program: B.B.A/ BBB/ BBD/BAV	
Course Code: BBA3021	Course Name: CONSUMER BEHAVIOR	
Semester: V	Max Marks:50	Weightage:25%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	36	24	-	-	-

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.

5Q x 2M=10M

1	Which determinant of consumer behaviour most strongly influences the purchase of smartphones? Justify.	2 Marks	L2	CO1
2	Give an example of a trend that shows how consumer behaviour has changed in India in recent years.	2 Marks	L2	CO1
3	Identify a situation where impulse buying occurs and explain which model of decision-making fits.	2 Marks	L2	CO1
4	Identify any two elements of personality	2 Marks	L2	CO2
5	How can perceived quality influence a consumer's decision to buy branded clothes over local ones?	2 Marks	L2	CO2

Part B

Answer ALL the Questions. Each question carries 10 marks.

4Q x 10M=40M

6.	Illustrate the Consumer Decision-Making Process with relevant models.	10 Marks	L2	CO1
Or				
7.	Discuss with examples how determinants of consumer behaviour	10 Marks	L2	CO1

	impact upon packaged food.			
8.	Analyze with suitable examples how various determinants of consumer behaviour influence consumers' choice of packaged food products.	10 Marks	L2	CO1
Or				
9.	Examine how selective perception influences consumer buying behavior for high-priced durable goods, such as smart refrigerators or washing machines, when consumers focus mainly on brand reputation or price.	10 Marks	L2	CO2
Or				
10.	A start-up launches an eco-friendly detergent brand that is chemical-free, biodegradable, and slightly more expensive than regular brands. Survey the recent trends in consumer behavior that may affect the acceptance of this detergent in urban vs. rural markets.	10 Marks	L4	CO1
Or				
11.	A new electric vehicle (EV) company enters the Indian market. To attract customers, it emphasizes eco-friendly technology, cost savings on fuel, and stylish design. However, traditional car buyers remain skeptical due to high prices and limited charging infrastructure. Inspect the relationship between psychological drivers (status, perception, trust) and economic barriers (price, affordability) in EV buying behavior.	10 Marks	L4	CO1
12.	<p>A survey reveals the following consumer reactions to a new fitness app:</p> <ul style="list-style-type: none"> • Group A (60%) – Motivated by health needs, continue using despite bugs. • Group B (25%) – Motivated by social influence (friends use it), but easily switch to alternatives. • Group C (15%) – Motivated by rewards/discounts, stop using once offers end. <ol style="list-style-type: none"> 1. Categorize the consumer motivations of each group based on motivation theories. 2. Examine the role of personality characteristics in distinguishing the responses of the different consumer groups. 	10 Marks	L4	CO2
Or				
13.	<p>A tech company launches a new smartwatch with fitness tracking, stress monitoring, and mobile payment features. Young professionals are motivated by the drive for health and fitness, while others see it as a status symbol. However, some consumers are hesitant due to the high cost and doubts about its actual utility.</p> <p>Question:</p> <p>Examine how different motivational drives, such as the need for health, convenience, and social recognition, influence consumer buying behavior in the case of premium smartwatches.</p>	10 Marks	L4	CO2