



# PRESIDENCY UNIVERSITY

BENGALURU

Roll No.																			
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## End - Term Examinations - December 2025

Date: 17 - 12- 2025

Time: 01:00pm - 04:00pm

<b>School:</b> SOC	<b>Program:</b> B.B.A/ BBB/ BBD/BAV		
<b>Course Code:</b> BBA3021	<b>Course Name:</b> CONSUMER BEHAVIOR		
<b>Semester:</b> V	<b>Max Marks:</b> 100	<b>Weightage:</b> 50%	

CO - Levels	C01	C02	C03	C04
Marks	20	20	30	30

### 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 2marks.

10Q x 2M=20M

1.	Name any two key roles of consumer behaviour in marketing decision-making.	2 Marks	L1	C01
2.	List any four antecedents of consumer behaviour.	2 Marks	L1	C01
3.	Identify any two basic human needs that drive consumer motivation.	2 Marks	L1	C02
4.	Name any two theories of learning relevant to consumer behaviour.	2 Marks	L1	C02
5.	Define the term reference group.	2 Marks	L1	C03
6.	List any two functions of family in the context of consumer decision-making.	2 Marks	L1	C03
7.	State the meaning of social class in consumer behaviour.	2 Marks	L1	C03
8.	Define opinion leadership.	2 Marks	L1	C04
9.	Recall any two stages in the diffusion of innovation process.	2 Marks	L1	C04
10.	List any two examples of impulse buying behaviour you observe in shopping malls.	2 Marks	L1	C04

## Part B

Answer ALL the Questions. Each question carries 7 marks.

5Q x 7M = 35M

11.	Explain how understanding different types of consumer behaviour helps marketers design suitable marketing strategies.	07 Marks	L2	CO1
<b>Or</b>				
12.	Describe how conscious consumerism has changed the way brands communicate their values.	07 Marks	L2	CO1
<b>Or</b>				
13.	Explain how personality traits affect consumer choices, giving a relevant example.	07 Marks	L2	CO2
<b>Or</b>				
14.	Discuss how learning from past experiences influences repeat purchases.	07 Marks	L2	CO2
<b>Or</b>				
15.	Explain how family members jointly decide on purchasing education-related products for children.	07 Marks	L2	CO3
<b>Or</b>				
16.	Discuss how social class influences the selection of restaurants or travel destinations.	07 Marks	L2	CO3
<b>Or</b>				
17.	Explain how Indian cultural festivals create unique marketing opportunities for brands	07 Marks	L2	CO3
<b>Or</b>				
18.	Explain how mobile apps and personalized ads influence consumers' impulse buying.	07 Marks	L2	CO4
<b>Or</b>				
19.	Discuss how blogs and online testimonials shape perceptions about service quality.	07 Marks	L2	CO4
<b>Or</b>				
20.	Explain how virtual shopping experiences like AR-based try-ons enhance consumer confidence before purchase.	07 Marks	L2	CO4

## Part C

Answer any three Questions. Each question carries 15marks

3Q x 15M=45M

21.	A new organic juice brand enters the market and observes that young urban consumers are quickly adopting healthier drink options. Identify the key determinants of consumer behaviour that the brand can make use of to build a stronger market strategy.	15 Marks	L3	CO1
22.	A coffee brand changes its packaging from dull brown to vibrant red, and sales increase noticeably within a month. Apply the concept of perception to explain how color and packaging influenced consumer choice.	15 Marks	L3	CO2

23.	<p>The Sharma family debates between an electric and a petrol scooter before making a purchase.</p> <p>Apply the concept of family decision-making roles to identify how each member contributes to the final choice.</p>	15 Marks	L3	C03
24.	<p>A skincare brand encourages customers to post their “before and after” photos on Instagram using a specific hashtag.</p> <p>Apply the idea of virtual brand communities to explain how this strategy increases consumer engagement and trust.</p>	15 Marks	L3	C04
25.	<p>A luxury fashion brand launches a virtual try-on feature through its mobile app, allowing users to preview outfits.</p> <p>Apply the concept of virtual shopping to explain how this experience influences consumer confidence and purchase intent.</p>	15 Marks	L3	C04