Roll No.												

PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations – December 2025

Date: 07-01-2026 **Time:** 09:30am – 12:30pm

School: SOM-PG	**Program:** MBA	
Course Code: MBA2030	**Course Name:** Consumer Behaviour	
Semester: III	**Max Marks**: 100	**Weightage**: 50%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	25	25	25	25	-

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 3marks. **10Q x 3M=30M**

1.	List two psychological or cultural factors that influence UPI adoption.	**3 Marks**	**L1**	**CO1**
2.	State two reasons why loyalty programs are important, using Amazon Prime as an example.	**3 Marks**	**L1**	**CO2**
3.	List the levels of Maslow's Hierarchy of Needs with one simple Indian example for each level.	**3 Marks**	**L1**	**CO3**
4.	State how a digital footprint forms a part of modern self-concept.	**3 Marks**	**L1**	**CO4**
5.	Identify one way self-concept differs between Apple users and OnePlus users.	**3 Marks**	**L1**	**CO1**
6.	List two roles of psychographics in consumer segmentation.	**3 Marks**	**L1**	**CO2**
7.	Describe the central route in the Elaboration Likelihood Model (ELM).	**3 Marks**	**L1**	**CO3**
8.	State the meaning of "Conscious Millennials" with one Indian brand example.	**3 Marks**	**L1**	**CO4**
9.	Describe the main objectives of the Consumer Protection Act (CPA) 2019.	**3 Marks**	**L1**	**CO1**
10.	State how post-purchase evaluation can lead to customer loyalty	**3 Marks**	**L1**	**CO2**

Part B

Answer the Questions. **Total Marks 40M**

11.	**a.**	Apply EKB model to buying an MBA course or training program.	**10 Marks**	**L3**	**CO1**
		Or			
12.	**a.**	Evaluate Swiggy vs Zomato through the economic and learning models.	**10 Marks**	**L4**	**CO1**

13.	**a.**	Analyze how Gen Z projects ideal self through social media in current scenario.	**10 Marks**	**L3**	**CO2**
		Or			
14.	**a.**	Compare materialistic and authentic consumer personality types.	**10 Marks**	**L4**	**CO2**

15.	**a.**	A FabIndia influencer posts a Reel promoting eco-friendly kurtas. Using a real consumer situation, compare how the Theory of Reasoned Action (TRA) and the Elaboration Likelihood Model (ELM) would explain the audience's decision to buy after watching the Reel	**10 Marks**	**L3**	**CO3**
		Or			
16.	**a.**	Apply *Social Judgement Theory* to public response to sustainability ads.	**10 Marks**	**L4**	**CO3**

17.	**a.**	While shopping on Amazon Fresh, a consumer sees personalized suggestions such as 'Buy Again' and 'Frequently Bought Together.' Using this situation, compare how cognitive learning and behavioral learning influence the shopper's decision-making.	**10 Marks**	**L3**	**CO4**
		Or			
18.	**a.**	Apply selective attention and perception to Instagram ad design.	**10 Marks**	**L4**	**CO4**

Part C

Answer all the Questions. Each question carries 15marks **2Q x 15M=30M**

19.	**a.**	Case Study: Gen Z and the "Always Online" Shopping Mindset Background Gen Z (born between 1997–2012) represents India's most digitally native consumer segment. They spend an average of 4–5 hours daily online, engaging with content across Instagram, YouTube, and emerging short-form video apps. Unlike millennials, Gen Z prefers authentic brand voices, sustainability, and experiential utility over traditional advertising. Scenario A recent report by Deloitte India found that Gen Z consumers—especially in metros like Bengaluru, Pune, and Hyderabad—are highly influenced by digital content and peer validation before purchase. To understand them better, marketers are now using	**15Marks**	**L3**	**CO1**

		AIO (Activities, Interests, and Opinions) profiling to tailor brand strategies. Activities: • Spend significant time exploring product reviews and unboxing videos. • Participate in digital challenges (e.g., #OOTD, #EcoSwap). • Use apps like Zepto, Nykaa, and Amazon for instant shopping gratification. Interests: • Strong interest in personal branding, wellness, and social justice causes. • Prefer local sustainable brands (e.g., The Souled Store, Bare Necessities). • Follow influencers who advocate authenticity over celebrity glamour. **Opinions:** • Believe that "online brands reflect personal identity." • Value inclusivity and transparency; dislike greenwashing. • Expect quick delivery, mobile optimization, and gamified loyalty rewards. Brands like Nykaa, Boat, and Blinkit have used AIO-based insights to create micro-segments: "eco-aware experimenters," "trendsetters," and "speed shoppers." Analysis The AIO model helps decode *how Gen Z's lifestyles, passions, and digital opinions influence their purchase behaviour* — shifting the focus from demographics (age, gender) to psychographic understanding. **Questions** 1. Explain how the AIO framework helps marketers segment Gen Z digital consumers more effectively than traditional demographic segmentation. 2. Using the AIO model, profile three Gen Z consumer types for an online fashion brand (e.g., Myntra or H&M India). Highlight their key digital habits, interests, and attitudes toward brand authenticity. 3. Evaluate how brands like Nykaa or Boat could use AIO insights to redesign their digital marketing strategy, focusing on emotional connection and personalization.			

20.	**a.**	Case Study: "Safeguarding the Digital Shopper – CPA 2019 in Action" In 2024, *Ritika*, a postgraduate student from Bengaluru, ordered a smart fitness band from an online marketplace. The product page claimed "12-month warranty" and "water-resistant design." Within two months, the band stopped working after light rain exposure. When Ritika tried to contact customer support, the seller refused replacement, citing "misuse," and the marketplace redirected her to the brand service centre, which declined responsibility.	**15 Marks**	**L4**	**CO1**

		Frustrated, Ritika lodged an online complaint under the Consumer Protection Act (2019) using the E-Daakhil portal. Her grievance was registered under "deficiency in service and misleading advertisement." The District Consumer Disputes Redressal Commission (DCDRC) accepted the complaint and issued a notice to both the seller and the marketplace. During the hearing, the Commission cited CPA 2019 provisions relating to: • Product liability (Section 2(34))—holding the e-commerce entity accountable for defective goods. • Misleading advertisement (Section 2(28))—false warranty and water-resistance claims. • Right to seek redressal through digital platforms—ensuring accessibility for consumers. The verdict directed the marketplace to refund ₹4,999, pay ₹5,000 as compensation, and remove misleading listings within 30 days. Ritika's case became an example of how CPA 2019 empowers digital consumers against unfair e-commerce practices. **Questions** **1.** Explain how the Consumer Protection Act 2019 ensures accountability of online marketplaces in cases like Ritika's. **2.** Using this case, analyze the practical role of *product liability* and *misleading advertisement* provisions in protecting e-commerce consumers. **3.** Evaluate the effectiveness of CPA 2019's *E-Daakhil portal* and *consumer commissions* in addressing challenges unique to India's rapidly growing digital economy.			