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PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester Mid Term, March 2026

Date: 10/03/2026

Time: 09:30 AM - 11:00 AM

Course Code: MBA2030

Course Name: Consumer Behaviour

Semester: Fourth Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	32	38

Part A: Answer Following Questions. 15 M

Qn.No	Questions	M	CO	BT
1	A marketing manager states that understanding consumer behaviour is essential before launching a new product. Explain why this statement is valid with reference to the scope and importance of consumer behaviour.	3	CO1	BT2
2	A consumer buys a new brand of toothpaste without much thinking but carefully evaluates options while purchasing a laptop. Classify these decisions under appropriate consumer decision-making models and justify.	3	CO1	BT2
3	During a field visit, a researcher lives within a rural community to observe their buying habits. Identify and explain the research approach used and its relevance to consumer behaviour.	3	CO1	BT2
4	A company observes that customers research products online but purchase them in physical stores. Explain your interpretation of this behaviour in the context of traditional and digital consumers.	3	CO1	BT2
5	5. A consumer purchases an expensive smartwatch not because of its technical features, but because it makes her feel confident and socially accepted. Identify the type of motive involved and explain.	3	CO2	BT2

Part B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	An international fashion brand entering India assumes that its global popularity will automatically ensure success. After one year, the brand struggles to gain market share. Apply the nature and scope of consumer behaviour to explain the failure.	10	CO1	BT2

7	A startup introduces an eco-friendly detergent. Despite strong advertising about environmental benefits, sales remain low. Apply the concepts of consumer involvement and motives to analyze the situation and suggest improvements.	10	CO1	BT2
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Part C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
8	A company launching a new breakfast cereal targets children through cartoon advertisements while also promoting health benefits to parents. Apply the concept of family decision-making roles to explain this dual strategy.	10	CO2	BT3
9	A skincare brand collaborates with social media influencers who share personal testimonials about the effectiveness of its products. Apply the dynamics of opinion leadership and explain how it shapes marketing strategy.	10	CO2	BT3

Part D: Answer Following Questions. 15 M

Qn.No	Questions	M	CO	BT
10	<p>The Mehra family lives in Bengaluru and represents a typical urban, upper-middle-class household navigating the digital era. Raj Mehra, the father, is a senior IT professional, while his wife, Neha runs a home-based baking business promoted through Instagram. Their daughter Ananya is a college student who actively follows digital influencers and technology trends, and their 10-year-old son Aarav is enthusiastic about gaming and smart gadgets.</p> <p>Recently, the family decided to purchase a premium electric scooter and upgrade their home with smart appliances. The decision was not purely functional. Raj was motivated by rational goals such as fuel savings, environmental benefits, and long-term investment value. However, Neha was emotionally motivated by the idea of being perceived as an eco-conscious and progressive family. Ananya, influenced by sustainability bloggers and YouTube reviewers, strongly advocated for the electric scooter, presenting online reviews and comparisons. Aarav's motivation was more symbolic — he wanted a “cool” and modern lifestyle that matched his peers.</p> <p>The purchase decision clearly reflected family consumption roles. Raj acted as the primary decision-maker and payer, Neha influenced the brand choice, Ananya served as the information gatherer and influencer, and Aarav was the end user in many smart-device purchases. The family is currently in the “family with adolescent children” stage of the traditional family life cycle, where children significantly influence technology-related decisions. Social media influencers and opinion leaders also shaped their perception, especially regarding which electric vehicle brand to trust and which</p>	15	CO2	BT3

smart appliances aligned with a sustainable digital lifestyle.

Questions for discussion:

1. Analyze the motivational factors influencing the Mehra family's purchase decision. Distinguish between positive & negative motivation and rational vs emotional motives. (5)
2. Explain how personality, self-concept, and changing digital lifestyles influenced the family's consumer behavior. (5)
3. Discuss family decision-making roles and the impact of opinion leadership in this case. How can marketers use this understanding strategically? (5)