



Even Semester End Term, May-June 2026

Date: 14/05/2026

Time: 01.00 PM - 04.00 PM

Course Code: MBA2030

Course Name: Consumer Behaviour

Semester: Fourth Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	35	29	38	38

Part A: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
1	A consumer evaluates alternatives for expensive purchases but not for routine items. Distinguish between the decision-making approaches involved.	3	CO1	BT2
2	A buyer consistently chooses the same brand over time with minimal thought. Classify this pattern of buying behaviour.	3	CO1	BT2
3	Different individuals show varying levels of interest in the same product category. Interpret the reason for this variation.	3	CO1	BT2
4	A consumer checks online reviews before making a purchase decision. Infer how this reflects digital consumer behaviour.	3	CO1	BT2
5	A consumer selects brands that align with personal image and identity. Relate this behaviour to self-concept.	3	CO1	BT3
6	A fear-based advertisement discourages the use of a product. Apply motivation concepts to explain this approach.	3	CO2	BT3
7	In a household purchase, one member suggests, another pays, and others use the product. Illustrate the roles involved.	3	CO2	BT3
8	A consumer depends on expert recommendations before making a decision. Demonstrate the role of opinion leadership.	3	CO2	BT3
9	A brand stays in a consumer's memory due to repeated exposure. Apply learning concepts to explain this outcome.	3	CO3	BT3
10	Consumers respond emotionally to certain advertisements. Examine how emotions influence decision-making	3	CO4	BT4

Part B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
11	Apply EKB model to buying an MBA course or training program.	10	CO1	BT3
12	Compare TRA and ELM models in digital marketing	10	CO1	BT3

Part C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
13	Evaluate Swiggy vs Zomato through the economic and learning models.	10	CO2	BT4
14	Apply Social Judgement Theory to the public response to sustainability ads.	10	CO2	BT4

Part D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
15	Analyze how Gen Z projects ideal self through social media.	10	CO3	BT3
16	Compare cognitive and behavioral learning in online shopping.	10	CO3	BT3

Part E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
17	Consumers often choose products that reflect their personal traits. Explain this behavior with examples.	10	CO4	BT4
18	Apply selective attention and perception to Instagram ad design.	10	CO4	BT4

Part F: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
19	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.	15	CO3	BT3

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 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.

Discussion 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. Evaluate how brands like Nykaa or Boat could use AIO insights to redesign their digital marketing strategy, focusing on emotional connection and personalization.			
20	Case Study: “Safeguarding the Digital Shopper – CPA 2019 in Action” In 2024, <i>Ritika</i>, 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. 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. Discussion Questions 1. Explain how the Consumer Protection Act 2019 ensures accountability of online marketplaces in cases like Ritika’s.	15	CO4	BT4

2. Using this case, analyze the practical role of *product liability* and *misleading advertisement* provisions in protecting e-commerce consumers.

Evaluate the effectiveness of CPA 2019's *E-Daakhil portal* and *consumer commissions* in addressing challenges unique to India's rapidly growing digital economy.