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**PRESIDENCY
UNIVERSITY**
BENGALURU

School of Management

Mid - Term Examinations – JAN-FEB 2025

Semester: III	Date: 06-02-2025
Course Code: MBA2022	Time: 10:00 am – 11:30 am
Course Name: Consumer Behaviors & Practices	Max Marks: 50
Program: MBA	Weightage: 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.			3Mx5Q=15M	
1	A consumer is a person who uses purchased goods, products, or services primarily for personal, social, family needs. Define consumer behaviour.	3 Marks	Knowledge	CO1
2	A lot of research studies signify the importance and scope of consumer behavior. Recall the scope of consumer behavior.	3 Marks	Knowledge	CO1
3	Digitalization relies on using digital technologies to transform a process or business functions. State any three differences between Traditional & Digital consumers.	3 Marks	Knowledge	CO1
4	Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. List any three differences between Omni Channel & Multichannel marketing.	3 Marks	Knowledge	CO1
5	Ethnography is a branch of anthropology and the systematic study of individual cultures. Recall any three challenges of Ethnographic research.	3 Marks	Knowledge	CO1

Part B

Answer Any Two Questions. Each question carries 10 marks.				10Mx2Q=20M
6	Consumer protection safeguards the well-being and interests of consumers through education, mobilization and representation. Explain the consumer protection act 2019.	10 Marks	Application	CO1
Or				
7	A buying decision is the choice a consumer makes to purchase a product or service. The buying decision process is the series of steps a consumer goes through to reach this decision. Discuss the stages in the consumer buying decision process.	10 Marks	Application	CO1

8	A consumer behavior model is a theoretical framework for explaining why and how customers make purchasing decisions. Describe Sciffman & Kanuk Model of Consumer Behaviour.	10 Marks	Application	CO1
Or				
9	Explain Extensive Problem solving, limited problem solving and routine problem solving with respect to consumer behavior with examples	10 Marks	Application	CO1

Part C

Answer the Question. Question carries 15 marks.				15Mx1Q=15M
10	Buying Green: Consumer Behavior Green consumer products, such as organic food, fair trade coffee, or electric cars, represent a fastgrowing segment of the consumer market. In the area of organic food alone, data from the Organic Trade Association reveals that consumer demand in the United States has seen double-digit growth every year since 1990. In 2014, the organic food market reached almost \$40 billion in sales. Consumers of these products tend to be seen in a more positive light—they are deemed more ethical, more altruistic, and kinder than people who do not buy green products. But is there another side to this kind of consumer behavior? In a series of experiments comparing consumption of green and “conventional” products, psychologists Nina Mazar and Chen-Bo Zhong demonstrated that those people who bought green products—like eco-friendly laundry detergent or organic yogurt—were less likely to share money with a stranger, more likely to cheat on a task in which they could earn money, and more likely to steal money when they thought they would not get caught. As the psychologists stated, “purchasing green products may license indulgence in self-interested and unethical behaviors.” Mazar and Zhong, whose study received considerable media attention in their native Canada, as well as in American and British	15 Marks	Analysis	CO1

	<p>publications, said the results surprised them. Initially, they expected green products to provide a halo effect, whereby the positive impressions associated with green consumption would lead to positive outcomes in other areas. “Given that green products are manifestations of high ethical standards and humanitarian considerations, mere exposure [to them would] activate norms of social responsibility and ethical conduct,” said Mazar and Zhong in an interview. But as the results indicate, the opposite can be true. “The message of this research is that actions which produce a sense of self content and moral glow can sometimes backfire,” Mazar stated in another interview. These patterns have been shown to extend to other shopping scenarios. For example, one study tracked scanner data and shopper receipts at a California grocery store. Those shoppers who brought reusable grocery bags with them were more likely to buy environmentally friendly products, like organic food. But they were also more likely to buy indulgent products, like ice cream, cookies, candy, and cake. The researchers followed up this study with a series of experiments that showed these moral licensing effects only happened when the decision to bring the reusable bags was at the shopper’s discretion. When shoppers were told that the store required customers to use cloth bags, licensing effects disappeared and customers chose not to buy indulgent products. Only when consumers felt like using cloth bags was their own idea did the moral licensing effects hold.</p>			
10 a	Can you think of instances in your own life when your purchase choices have licensed you to make decisions that were less than ethically ideal? Explain.	7.5 Marks		
10 b	Are there other factors (i.e. demographics, psychographics) that might either exacerbate or weaken the effects? Why or why not?	7.5 Marks		