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PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – November 2025

Date: 13-11- 2025

Time: 02:30pm – 04:00pm

School: SOM-PG	Program: MBA	
Course Code: MBA2030	Course Name: Consumer Behaviour	
Semester: III	Max Marks:50	Weightage:25%

CO - Levels	C01	C02	C03	C04	C05
Marks	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.

5Q x 3M=15 Marks

1	State the difference between consumer and customer.	3 Marks	L1	C01
2	State any two factors that influence consumer behaviour.	3 Marks	L1	C01
3	Illustrate with an example how ethnography can reveal hidden consumer needs.	3 Marks	L2	C02
4	Discuss how <i>music or jingles</i> in TV ads work as conditioned stimuli in shaping consumer preference.	3 Marks	L2	C02
5	Discuss how a balanced approach of both positive and negative motivation can be used in digital learning environments.	3 Marks	L2	C02

Part- B

Answer the Questions

2Qx10M = 20 Marks

6.	Apply the achievement-oriented trait to show how <i>Nike India's "Just Do It"</i> campaign motivates performance-driven Indian youth.	10 Marks	L2	CO1
Or				
7.	In the case of ordering food via Swiggy or Zomato, apply family decision-making dynamics to show how different members influence the cuisine, brand, and restaurant selection.	10 Marks	L2	CO1
8.	Discuss how Ideal Self and Brand Personality alignment drives purchase decisions in cosmetics brands like Nykaa or Lakmé.	10 Marks	L2	CO2
Or				
9.	Using the EKB Model, explain how peer influence and online reviews affect consumer decision-making in buying laptops.	10 Marks	L2	CO2

Part- C

Answer the following questions

1Qx15M=15Marks

10.	<p>Case – Buying a Home in Bangalore</p> <p>Dr. Meera and her husband plan to buy their first apartment in North Bangalore. They analyze multiple projects, visit sample flats, consult real-estate agents, verify RERA documents, compare amenities, and calculate home-loan EMIs. They take nearly six months before finalizing a property. The purchase involves significant financial, social, and psychological commitment.</p> <p>Questions</p> <ol style="list-style-type: none">1. Explain how this case reflects the depth and duration of an EPS decision.2. Apply post-purchase evaluation—what actions can builders take to ensure satisfaction and positive WOM?3. Suggest how digital marketing tools (virtual tours, online reviews, chatbots) can enhance decision quality in such high-involvement purchases.	15 Marks	L3	CO2
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