PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - OCT 2023

Semester : Semester III - 2023
Course Code : BBA2015
Course Name : Sem III - BBA2015 - Consumer Behavior and Market Research
Program : BBB/BBD/BBE/BBF

Date : 30-OCT-2023
Time : 11:30AM - 1:00PM
Max Marks : 50
Weightage : 25%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.
(iii) Scientific and non-programmable calculator are permitted.
(iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS **(5 X 2 = 10M)**

1. Name some factors which affects patronage buying motives.

(CO2) [Knowledge]

2. Describe the enduring nature of personality traits and how they influence an individual's consistency in behavior over time.

(CO2) [Knowledge]

3. Vroom's theory suggests that people make choices based on their expectations of outcomes. Define "expectations" in this model.

(CO2) [Knowledge]

4. Provide an example of how a company offering "outdoor adventure gear", might use AIO inventories to tailor a marketing strategy.

(CO2) [Knowledge]

5. What is self-image? Name three types of self-image that individuals commonly perceive.

(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS **(2 X 10 = 20M)**

6. For each of the following products- Cadbury's Chocolate, Louis Vuitton Bags, Godrej Locks, Annapurna Atta, choose the level from Maslow's Hierarchy of human needs that these products cater to and describe how this will help in promoting the product.

(CO2) [Comprehension]

7. State the need for studying consumer behaviour.

<div align="right">(CO1) [Knowledge]</div>

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PART C

ANSWER THE FOLLOWING QUESTION   **(1 X 20 = 20M)**

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8. While the world was preparing for World Cup 2002, Nike was focusing on the needs of soccer athletes in Korea and Japan. This geographical and behavioral segmentation led to considerations such as weather humidity, prompting Nike to innovate and develop a new material that kept athletes dry during the competition, enabling better athlete performance.Nike with these considerations came up with new line of apparels suitable for markets with similar climate conditions. Use the above case of nike and explain the different other factors which can be used for such segemnation.

<div align="right">(CO1) [Application]</div>