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**PRESIDENCY UNIVERSITY
BENGALURU**

Department of Research & Development

Mid - Term Examinations - AUGUST 2024

Odd Semester: Ph.D. Course Work

Course Code: COM801

Course Name: Consumer Behaviour

Date: 12-08-2024

Time: 02.00pm to 03.30pm

Max Marks: 50

Weightage: 25%

Instructions:

- (i) Read the all questions carefully and answer accordingly.
(ii) Do not write any matter on the question paper other than roll number.
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PART A (THOUGHT PROVOKING)

Answer all the Questions. Each question carries 5 marks.

(4Qx 5M= 20M)

1. Describe the key reasons marketers need to understand consumer behaviour to create a successful marketing mix?
(C.O NO.1 [Remember])
2. Identify some recent trends in consumer behaviour and explain how they are influencing marketing strategies.
(C.O NO.1 [Remember])
3. Explain the different types of consumer needs (e.g., physiological, psychological) influence purchasing behavior.
(C.O NO.2 [Understand])
4. A digital marketing firm is analyzing consumer behaviour trends on social media platforms. They are particularly interested in understanding how observational learning impacts consumer decisions.

Question:

Based on the influence of observational learning in social media, how can the digital marketing firm leverage this knowledge to optimize their social media strategies and enhance consumer engagement for their clients?

(C.O NO.2 [Understand])

PART B (PROBLEM SOLVING)

Answer all the Questions. Each question carries 10 marks.

(3Qx 10M= 30M)

1. A company is planning to introduce a new eco-friendly product into the market. The product is designed to appeal to environmentally conscious consumers. However, the company is uncertain about the best approach to effectively target this specific consumer segment. Develop a marketing strategy for the new eco-friendly product, using insights from consumer behavior research. Consider factors such as consumer values, purchasing motivations, and preferred communication channels in your strategy.

(C.O NO.1 [Remember])

2. A startup is in the process of creating a new mobile app designed to revolutionize the online shopping experience. The app aims to provide convenience, personalization, and ease of use to enhance consumer satisfaction and drive sales.

Question:

- a. Based on the above case, how can the startup ensure that the mobile app effectively supports each stage to enhance user satisfaction and drive engagement?

(C.O NO.1 [Remember])

3. A company is preparing to launch a new product and wants to create a marketing campaign that incorporates principles from classical and operant conditioning.

Question:

Outline the detailed steps involved in designing a marketing campaign for the new product, using principles of both classical and operant conditioning to influence consumer behaviour effectively

(C.O NO.1 [Remember])

4. A well-established brand seeks to redefine its image in the market by resonating with specific personality traits of its target audience.

Question:

What strategic steps should the brand take to successfully reposition itself by aligning with the personality traits of its target market? Include key considerations in your response.

(C.O NO.2 [Understand])