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**PRESIDENCY UNIVERSITY
BENGALURU**

Department of Research & Development

Mid - Term Examinations – AUGUST 2024

Odd Semester: Ph.D. Course Work

Course Code: MBA2022

Course Name: Consumer Behavior

Department: School of Management (SOM)

Date: 12-08-2024

Time: 02.00pm to 03.30pm

Max Marks: 50

Weightage: 25%

Instructions:

- (i) Read 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. Define Consumer Behavior with suitable examples. (CO1; Knowledge)
2. Describe any four (4) natures of Consumer Behavior with appropriate examples. (CO1; Knowledge)
3. Online e-commerce and digital technology has permanently shifted the consumer behavior. Considering this context, recognize the major differences between digital consumers and traditional consumers with suitable examples. (CO2; Comprehension)
4. Explain the benefits of consumerism with suitable examples. (CO2; Comprehension)

PART B (PROBLEM SOLVING)

Answer all the Questions. Each question carries 10 marks.

(3Qx 10M= 30M)

5. Psychological needs play a crucial role in driving the consumer purchase decisions. In light of this context, illustrate Maslow's Hierarchy of Needs with the help of a neat sketch and answer the following questions: (CO2; Application)
 - a. What are the three types of products related to more than one level of Maslow's Hierarchy of needs.
 - b. For each type of product, how do marketers attempt to differentiate their product from the competition?

6. Cellular telephone providers are now realizing that they have made a mistake. For years, they assumed that many teens and college students could not afford to subscribe to post-paid cellular services, and so they pushed prepaid cellular services to this group. They were WRONG! The major cellular providers have finally come to understand that members of the younger generation possess three characteristics that marketers want: (a) They have disposable income; (b) They have grown up with technology, and (c) They view their cellular phone as their possession number 1.

Still further, young adults (ages 18-34) are two or three times more likely to also use services such as e-mail, news, text-alerts, all of which produce additional revenue for the cellular provider companies. Just think of all the photography that teens take with their cell phones, the cloud space they need, and the music they listen to.

Questions:

- a) Considering the teenage and college student market segments, what other features can cellular service providers offer these groups over the next five-years?
 - b) What role innovators and opinion leaders play in this era of new cell phone enhancements?
 - c) How will the possession of mobile phones, change the attitude of young adults and teenagers?
(CO2; Comprehension)
7. Personality play a critical role in determining how a person (and a consumer) respond to his or her environment. Considering this context, explain in detail, the Freudian Theory of Personality, with suitable examples. (CO2; Comprehension)