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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term End Term Examinations, August 2024**

**Winter Semester**: 2023 - 24

**Course Code**: BBA 2015

**Course Name**: CONSUMER BEHAVIOR AND MARKET RESEARCH

**Program & Sem**: BBA /6th

**Date**: 07/08/2024

**Time**: 09.30am to 12.30pm

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Describe the role of consumer behaviour in marketing. (C.O.1) [Comprehension]
2. Identify two current trends in consumer behaviour. (C.O.1) [Knowledge]
3. Describe Maslow's Hierarchy of Needs. (C.O.2) [Comprehension]
4. Define market segmentation. (C.O.1) [Knowledge]
5. Identify two types of reference groups. (C.O.3) [Knowledge]
6. Describe the significance of brand personality. (C.O.2) [Comprehension]
7. Describe the purpose of consumer attitude formation. (C.O.2) [Comprehension]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

1. Describe the evolution of consumer behaviour study and its relevance in modern marketing. (C.O.1) [Comprehension]
2. Compare lifestyle and psychographic segmentation with usage and benefit segmentation. Highlight their differences. (C.O.1) [Comprehension]
3. Explain the process involved in consumer socialization and its impact on consumer behaviour. (C.O.3) [Comprehension]
4. Differentiate between Freudian and Trait theories of Personality and describe how each theory impacts consumer behaviour. (C.O.2) [Comprehension]
5. Describe the process of consumer decision-making and explain the factors that influence this process. (C.O.4) [Comprehension]
6. Describe the process of marketing research and explain its significance in understanding consumer behaviour. (C.O.5) [Comprehension]
7. Explain the process of perception and its role in influencing consumer behaviour. (C.O.2) [Comprehension]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

1. leading retail company is facing challenges in understanding the changing needs and motivations of its customers, which is affecting its sales.  
   Question: Illustrate how the company can apply Maslow's Hierarchy of Needs and McClelland's Theory of Need Achievement to better understand and meet customer needs. Provide specific examples of strategies that could be implemented to address these needs. (C.O.2) [Application]
2. A tech company is struggling with low brand loyalty despite having high-quality products.  
   Question: Describe the steps the company should take to enhance its brand personality and consumer attitudes towards its products. Include a discussion on the use of AIO inventories and lifestyle marketing to build a stronger brand connection. (C.O.2) [Application]
3. An FMCG company wants to launch a new product but is unsure about the market acceptance and consumer perception.  
   Question: Explain how the company can use marketing research and consumer behaviour models, such as the Howard-Sheth Model and the Diffusion of Innovations Model, to successfully launch the product. Discuss the methods and tools that can be employed to gather and analyze consumer data. (C.O.5) [Application]