****

**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

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

**Date**: 05/08/2024

**Time**: 09.30am to 12.30pm

**Max Marks**: 100

**Weightage**: 50%

**Winter Semester**: 2023 - 24

**Course Code**: BBA3021

**Course Name**: CONSUMER BEHAVIOR

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

**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 behavior in the marketing mix. (C.O.1) [Comprehension]
2. Identify two recent trends in consumer behavior. (C.O.1) [Knowledge]
3. Define consumer motivation and explain its importance in marketing. (C.O.2) [Knowledge]
4. Explain the meaning of consumer perception and its impact on marketing. (C.O.2) [Comprehension]
5. Describe the significance of reference groups in consumer behavior. (C.O.3) [Knowledge]
6. Define opinion leadership and its role in consumer decision-making. (C.O.4) [Knowledge]
7. Describe the Black Box Model of consumer decision making. (C.O.4) [Comprehension]

**Part B**

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

1. Discuss the antecedents of consumer behavior and their impact on marketing strategies. (C.O.1) [Comprehension]
2. Compare and contrast classical and operant conditioning theories in the context of consumer learning. (C.O.2) [Comprehension]
3. Explain the process of family decision-making and its importance in marketing. Provide examples relevant to the Indian context. (C.O.3) [Comprehension]
4. Differentiate between terminal and instrumental values and describe how each influences consumer behavior. (C.O.3) [Comprehension]
5. Describe the diffusion of innovations process and explain the factors that affect the adoption of new products. (C.O.4) [Comprehension]
6. Explain the stages of the consumer buying process and discuss how marketers can influence each stage. (C.O.1) [Comprehension]
7. Discuss the TORA (Theory of Reasoned Action) and its application in understanding consumer attitudes and behavior. (C.O.2) [Comprehension]

**Part C**

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

1. A major electronics company is looking to understand the role of consumer psychology and neuroscience in shaping consumer behavior to enhance its marketing strategies.  
   Question: Illustrate how the company can integrate psychological and neuroscientific insights into its marketing practices to better influence consumer decisions. Provide specific examples of techniques that can be employed to achieve this. (C.O.1) [Application]
2. A fashion retail brand aims to leverage the influence of reference groups and social class to increase its market share in urban areas.  
   Question: Describe the steps the brand should take to identify and engage with key reference groups and social classes. Discuss strategies that can be used to appeal to these segments and enhance brand loyalty. (C.O.3) [Application]
3. An innovative tech startup is preparing to launch a groundbreaking new product and wants to ensure its successful adoption in the market.  
   Question: Explain how the startup can use the Diffusion of Innovations theory and the Howard-Sheth Model to design effective marketing strategies for the product launch. Discuss the methods and tools that can be used to gather and analyze consumer data for this purpose. (C.O.4) [Application]