

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

EXAMINATION: DECEMBER - 2024

SEMESTER - VI

Sub.: Consumer Behaviour (BBA15-M-613)

Date : 30/12/2024

Total Marks : 60

Time: 10.00 am to 12.30pm

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. Which of the following is NOT a psychological factor influencing consumer behavior?
 - a) Perception
 - b) Income
 - c) Motivation
 - d) Learning
2. Positive first impression is a factor that contributes to the _____ effect in consumer behavior.
 - a) Halo
 - b) Hello
 - c) Shallow
 - d) Hollow
3. Which company produces the popular Indian snack "Maggi" noodles?
 - a) Dabur
 - b) Nestle
 - c) ITC
 - d) Britannia
4. Which of the following is NOT a social factor influencing consumer behavior?
 - a) Family
 - b) Reference Group
 - c) Social Class
 - d) Disposable income
5. Which Indian brand offers a range of hair care products including Clinic Plus shampoo?
 - a) Marico Limited
 - b) Hindustan Unilever Limited
 - c) Dabur
 - d) Procter & Gamble

Q. 2. State True / False (05)

1. Word-of-mouth recommendations from friends and family have little influence on consumers' purchasing decisions in today's digital age.
 - a) True
 - b) False
2. Price is the only factor that influences consumers' perceptions of value.
 - a) True
 - b) False
3. Consumers always make rational purchasing decisions based on careful evaluation of available options.
 - a) True
 - b) False
4. Social proof, such as online reviews and testimonials, can heavily influence consumer purchasing decisions.
 - a) True
 - b) False
5. Sometimes consumers tend to prefer products with more features, even if they don't necessarily need or use all of them.
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Brand as a factor influencing purchase decision
2. Subculture
3. Consumer Delight
4. Perception
5. Impulsive Buying

Q. 4. Answer in detail (Any Two)

(20)

1. Distinguish between customer and consumer
2. Discuss various types of buying motives
3. Discuss the importance of social media in shaping consumer behavior and buying decisions.
4. Explain the steps involved in the consumer decision-making process.

Q. 5. Case study

(15)

In the dynamic landscape of consumer behavior, impulsive buying plays a significant role in shaping purchasing decisions. ABC Retail, a leading chain of supermarkets in India, noticed that Indian Consumers buy impulsively promotional events and festivals. They observed that impulsive buying behavior is common in Indian consumers rather than planned purchases. The sudden increase in sales of certain products attracted ABC, therefore it decided to instigate consumers to buy impulsively throughout the year.

Questions:

- 1) What are emotional motives which force consumers to buy impulsively?
 - 2) What promotional strategies can ABC use other than festivals to instigate consumers to buy impulsively?
 - 3) Do you think product attractiveness and packaging play a crucial role in impulsive buying ? If yes, have you ever bought any product because the packaging looks attractive?
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