

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

EXAMINATION: MAY- 2025

SEMESTER - VI

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

Date : 23/05/2025

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. The process in which individuals or groups purchase products because they are popular or desired by others is known to have _____ influence on consumers.
 - a) Social
 - b) Legal
 - c) Emotional
 - d) National
2. Positive first impression is a factor that contributes to the _____ effect in consumer behavior.
 - a) Halo
 - b) Hello
 - c) Shallow
 - d) Hollow
3. _____ is a first positive impression that influences consumer behavior.
 - a) Halo
 - b) Hello
 - c) Shallow
 - d) Hollow
4. With reference to Consumer Behaviour Studies the group that directly influence individual behavior and attitudes are termed as _____.
 - a) Whatsapp Group
 - b) Chatting Group
 - c) Reference Group
 - d) Blood Group
5. Maslow's Hierarchy of Needs suggests that physiological needs, safety needs, love/belonging, esteem, and self-actualization are in ascending order of _____ needs.
 - a) Priority
 - b) Majority
 - c) Minority
 - d) Curiosity

Q. 2. State True / False (05)

- Promoting sustainability means encouraging wasteful consumption.
a) True
b) False
- Consumers have a right to safety and information.
a) True
b) False
- Market segmentation is about offering the same product to all consumers.
a) True
b) False
- Ethical issues in marketing include misleading advertisements.
a) True
b) False
- Opinion leaders do not affect consumer decisions.
a) True
b) False

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

1. Consumer Delight
2. Sub-culture
3. Attitude as a factor influencing purchase decision.
4. Customer Loyalty
5. Perception

Q. 4. Answer in detail (Any Two) (20)

1. Explain the steps involved in the consumer decision-making process.
2. Explain role of Motivation in consumer decision making.
3. How do cultural factors influence consumer behavior? Provide examples.
4. Elaborate the importance of social media in shaping consumer behavior and buying decisions.

Q. 5. (15) Jaya is a college student who frequently shops online for clothing. She usually prefers to buy from a few selected online stores. Recently, she noticed that despite liking the designs, she hesitates to purchase from a new online fashion brand. Jaya tends to trust the reviews and ratings provided by other customers on the websites she frequents. However, the new brand has limited reviews and ratings.

Questions:

1. Identify and explain the factors influencing Jaya's hesitation to purchase from the new online fashion brand.
 2. How do reviews and ratings influence consumer behavior in online shopping? Discuss their significance and impact.
 3. What strategies could the new online fashion brand employ to overcome Jaya's hesitancy and encourage her to make a purchase?
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