

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306  
**PGDM/PGDM (General) - 2021-23**  
**END TERM EXAMINATION (TERM -IV)**

---

Subject Name: **Consumer Behaviour**

Time: **02.30 hrs**

Sub. Code: **PGM52**

Max Marks: **40**

---

**Note:**

**All questions are compulsory. Section A carries 5 marks: 5 questions of 1 marks each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.**

**SECTION - A**

Attempt all questions. All questions are compulsory.

**1×5 = 5 Marks**

**Q. 1 (A):** List the brand from Indian market that shows following values

A. Security B. Individuality C. Status D. Femininity E. Eroticism

**Q. 1 (B):** How do blogs and rating sites help consumers to minimize their losses and ful-fill their safety needs?

**Q. 1 (C):** How personality trait influence consumer behavior? Illustrate the same for the following brands:

A. Thums Up B. Scooty C. Mc Donald D. Ola Electric Scooter

**Q. 1 (D):** Explain Nicosia Model and its application in consumer buying process.

**Q. 1 (E):** Explain the concept of sensory threshold? How can a brand manipulate the sensory threshold to position its offering?

**CO1**

**SECTION - B**

All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)

**7 x 3 = 21 Marks**

**Q. 2: A.** “Consumers do not buy products they buy benefits”. Discuss this statement and its implications impact of cultural influence on consumer purchase intention and behaviour. Discuss them with examples.

**Or**

**Q. 2: B.** Why is understanding the consumer post-purchase evaluation process important to marketers? How can marketers control cognitive dissonance? Explain with an example.

**(CO - 4)**

**Q. 3: A.** jeevansathi.com has been wondering how it can bring back customers to its website. This is especially because once the objective of the customer to find a match has been achieved, the customer has no reason to return. The advertising revenues of jeevansathi.com are linked to the number of customers the site is able to attract & retain. Explain the importance of perceptual interpretation as a factor influencing consumer behaviour

**Or**

**Q. 3: B.** Satisfaction of consumer needs and wants is the focal point of the marketing philosophy and the customer is considered to be king.’ Comment on this statement and highlight the

importance of the personality in buying habits of Men and Women in modern business organizations

(CO - 2)

**Q. 4: A.** Fear is an important part of marketing communication. Explain why and how fear is used in advertising for the following:

A. Hand Sanitizer      B. Life Insurance      C. Mosquito Repellants

**Or**

**Q. 4: B.** There is a new psychological trait called “Fear of Missing Out” (FOMO). Explain how the concept of FOMO is impacting marketing communication of current decade and affecting consumer behaviour. **CO4**

### SECTION - C

Read the case and answer the questions

**7×02 = 14 Marks**

**Q. 5:** Case Study:

**“The dance of the deathly night: Saturday Solologues”**

*No breakfast, late nights, binge on entertainment, social media. Where is Gen Z and the millennial generation headed?*

Gen Z and millennials are setting trends and benchmarks in more ways than one. But the writing is on the wall and the signboard. That many of these are unhealthy signs. In middle class or lower middle class areas of Mumbai, one would have presumed that breakfast is prepared at home so that a heavy breakfast is light on the pocket. But that’s no longer the case if you notice the number of outlets selling breakfast in this area itself. And there are no offices or factories nearby. It’s a purely residential zone. And if the relatively poorer are seemingly missing their breakfast the more prosperous lot are no good either. Blame it on their busy schedules to reach work on time and so on, few people take out quality time for a sumptuous breakfast. That’s because of another dirty habit that India has caught on to late to bed and late to rise. A study on when India sleeps by wakefit showed that nearly 59 percent of Indians go to bed post the ideal bedtime of 11 PM.

If there’s not enough time to sleep and not enough time to eat, what are they consuming? Social media – which unfortunately is not the panacea of all ills. Twenty-somethings claim to be more stressed than the average 40-year-olds. Suddenly, 20s seems to be the new 40s (yes, you read that right). At least, the sleep-deprived dark circles seem to suggest that. But at another level, there seems to be a hunger for staying fit.

Wearables that count your calories, a hectic gym schedule, a super diet of Whey protein seems to be the antidote for all the liberties taken with the body on a regular day. But does it balance it off?

#### **Question**

**Q. 5: (A).** Q1. In the light of the above case, justify with examples of 2 product or services “How marketers are breaking ethical rules and reframing rules for increased consumption?”

**Q. 5: (B).** Analyze how online brand communities of **Healthify, Naykaa and Meshoo** are impacting the consumer buying behavior of **GEN Z**.

#### **Mapping of Questions with Course Learning Outcome**

Question Number	COs	Bloom’s taxonomy level	Marks Allocated
Q. 1:	CO – 1	L5	5 marks
Q. 2:	CO – 4	L4, L6	7 marks
Q. 3:	CO – 2	L3, L5	7 marks
Q. 4:	CO - 4	L4, L6	7 marks
Q. 5:	CO - 5	L4	14 marks