

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2022-24)
END TERM EXAMINATION (TERM -V)

Subject Name: **CONSUMER BEHAVIOUR**

Time: **02.00 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

Questions	CO	Bloom's Level
<p>Q. 1: (A). In the context of consumer behavior, what does the term "Perception" refer to?</p> <p>Q. 1: (B). What is the primary focus of the "Decision-Making Process" in consumer behavior?</p> <p>Q. 1: (C). How do reference groups influence consumer behavior?</p> <p>Q. 1: (D). What role does culture play in influencing consumer behavior?</p> <p>Q. 1: (E). What is the primary concept behind the term "Motivation" in consumer behavior?</p> <p>(Entire Sec A to be assigned one CO.)</p>	CO1	Remember Understand

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

Questions	CO	Bloom's Level
<p>Q. 2: (A). Explore the world of consumers as decision-makers in the marketplace. Explain the steps of the consumer decision-making process, from recognizing a problem to making a purchase and evaluating afterward.</p> <p>Or</p> <p>Q. 2: (B). Examine the intricate facets of consumer perception in the context of marketing by distinguishing between sensation and perception, elucidating the significance of the absolute threshold and the differential threshold in consumer experiences.</p> <p>(internal choices with two questions corresponding to the same CO)</p>	CO3	Evaluate
<p>Q. 3: (A). Analyze the role of attitudes in the buying behavior process, considering structural models like the Tri-component Attitude Model and Multi-attribute Attitude Model.</p> <p>Or</p> <p>Q. 3: (B). Discuss the significance of classical conditioning, instrumental conditioning, and cognitive learning theories in influencing consumer decisions.</p> <p>(internal choices with two questions corresponding to the same CO)</p>	CO2	Apply

<p>Q. 4: (A). Analyze the applications of the Reference Group Concept, considering the influence of celebrities, experts, and the "common man" in shaping consumer attitudes and behaviors.</p> <p>Or</p> <p>Q. 4: (B). Evaluate the role of marketing in fostering responsible consumer behavior and sustainable practices. Discuss the potential conflicts between profit-driven motives and ethical considerations in marketing strategies.</p> <p>(internal choices with two questions corresponding to the same CO)</p>	CO4	Create
<p><u>SECTION - C</u></p> <p>Read the case and answer the questions 7×02 = 14 Marks</p>		
Questions	CO	Bloom's Level
<p>Q. 5: Case Study: Navigating the Digital Wave – Sanand Corporation's Consumer-Centric Triumph</p> <p>In the fast-paced landscape of technological advancements, Sanand Corporation, a prominent player in the Indian tech industry, found itself at the crossroads of innovation. Keen on introducing a groundbreaking digital product, the company embarked on a journey to decipher the intricate web of consumer behavior, understanding that success hinged on aligning their strategies with the pulse of the market.</p> <p>Situation: Sanand Corporation set its sights on launching a state-of-the-art digital device tailored for the discerning youth demographic in India. Initial market research provided a foundational understanding, revealing a demand for innovative features, seamless connectivity, and affordability. However, realizing the dynamic nature of consumer behavior, the company sought to delve deeper into the multifaceted aspects influencing purchasing decisions.</p> <p>Approach: Recognizing the importance of consumer behavior perspectives, Sanand Corporation initiated a comprehensive study. Drawing a distinction between customers and consumers, they acknowledged the diverse decision-making unit involved in the purchase process. Armed with these insights, the company adopted a customer-oriented strategy, placing consumer needs at the forefront of their product development journey.</p> <p>Leveraging the principles of organizational buyer behavior, Sanand Corporation meticulously tailored the device's specifications to align with the preferences of their primary target audience – the tech-savvy youth. The family buying process was also a pivotal consideration, acknowledging the influence of various family members in the decision-making unit. This approach ensured that the product not only met individual preferences but also resonated with the dynamics of family-oriented purchasing.</p> <p>Outcome: The result was nothing short of remarkable. The product launch witnessed an overwhelming response, surpassing expectations. By embedding consumer insights into every facet of their marketing functions, Sanand Corporation not only met the expectations of their target audience but exceeded them. The</p>	CO5	Analyze

<p>customer-oriented approach not only enhanced immediate customer satisfaction but also laid the foundation for sustained brand loyalty. Positive word-of-mouth marketing became an inadvertent byproduct as delighted customers shared their experiences, creating a ripple effect in the market.</p> <p>Questions:</p> <p>Q. 5: (A). Evaluate the impact of Sanand Corporation's customer-oriented strategy on the success of the product launch. Discuss how understanding consumer behavior perspectives contributed to their marketing strategies. (7 marks)</p> <p>Q. 5: (B). Examine the nuances of consumer behavior in individual and organizational contexts. Using relevant models and strategies, analyze how Sanand Corporation's approach to organizational consumer behavior differed from its approach to individual consumers. (7 marks)</p> <p>(Entire Sec C to be assigned one CO. Both questions corresponding to the same CO)</p>		
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Kindly fill the total marks allocated to each CO's in the table below:

COs	Marks Allocated
CO1	5 Marks
CO2	7 Marks
CO3	7 Marks
CO4	7 Marks
CO5	14 Marks

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

- L1= Remembering**
- L2= Understanding**
- L3= Apply**
- L4= Analyze**
- L5= Evaluate**
- L6= Create**