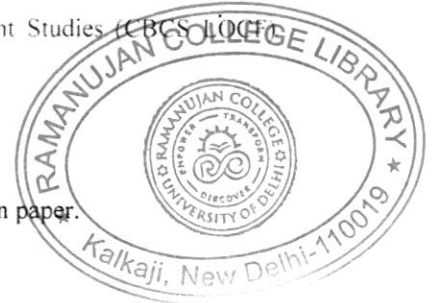


Serial No. of Question Paper : 8686
 Unique Paper Code(UPC) : 61017931
 Name of the Paper : Consumer Behaviour
 Name of the Course : Bachelor of Management Studies (CBMS) I
 Semester : V
 Duration : 3 hours
 Maximum Marks : 75 Marks



Instruction to Candidates:

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt ALL questions. All questions carry equal marks

1. Consider the following situations, and explain the VAL 2 segmentation profile of customer that is applicable: (3x5 marks)
 - i) A person prefers to buy apparel from premium brands like Dior or Versace.
 - ii) A professor of space technology books seat for space tourism flight started by Chinese start-up.
 - iii) The legendary Sir Ratan Tata prefers shirts from the luxury brand Brooks Brothers. Shantanu Naidu, a close aide to Sir Ratan Tata, once spent half of his salary to buy a Brooks Brothers shirt to impress Tata.

2. Ravi is a 35-year-old software engineer who is conscious about health and fitness. Despite his health awareness, he regularly drinks sugary sodas, averaging two cans per day. Recently, he started experiencing minor health issues, and his doctor advised him to cut down on sugar. With growing awareness about the harmful effects of sugary drinks, Ravi is considering switching to healthier options, such as sparkling water or unsweetened iced tea.

His friends and family have encouraged him to make the change, especially since some of his friends who switched to healthier beverages report feeling better overall. While he understands the benefits of reducing sugar intake, Ravi is hesitant. He finds soda refreshing and enjoys it as a habit while working, associating it with moments of relaxation.

Ravi has come across an advertisement for a new line of flavored sparkling water with zero sugar, targeted toward health-conscious consumers. The ad emphasizes that the product offers the same refreshing experience as soda but without the health risks associated with high sugar intake. Ravi is now contemplating the switch but remains conflicted due to his long-standing habit and emotional connection with soda.

- i) Identify and explain the components of the Theory of Reasoned Action (TRA) in the context of Ravi's decision to switch to a healthier beverage. (8)
 - ii) Suggest two strategies that marketers of the new flavored sparkling water could use to encourage Ravi to change his attitude and reduce his soda consumption. (7)
3. In consumer behavior, understanding how consumers learn about products and brands is crucial for developing effective marketing strategies. Using relevant theories and examples, explain the concept of consumer learning and its implications for marketing. (15)

P.T.O.

4. Sofia is a recent college graduate starting her first job in a new city. She needs a reliable laptop for work and personal use, as her current laptop is outdated and frequently malfunctions. Sofia wants a laptop that offers good performance for multitasking, a long battery life, and a sleek design. She also wants to ensure that the laptop is affordable since she is on a budget.

Sofia begins her decision-making process by researching online, reading product reviews, and comparing specifications and prices on various websites. She consults tech blogs, watches video reviews, and even reaches out to friends and colleagues for recommendations. After extensive research, she narrows her options down to three models from reputable brands, each offering slightly different features.

After careful consideration, Sofia decides to purchase a mid-range laptop that meets most of her requirements and fits her budget. A few weeks after the purchase, however, she notices some minor issues with the laptop's battery life, which doesn't last as long as advertised. She feels uncertain about whether she made the right choice, especially as she notices colleagues using other brands that seem to perform better.

- i) Identify and discuss factors that may have influenced the depth and intensity of Sofia's pre-purchase search. How do these factors reflect common consumer behavior patterns in high-involvement purchases? (8 marks)
- ii) Analyze Sofia's post-purchase evaluation process. How does her reaction to the battery life issue reflect common post-purchase behavior? Suggest strategies that the laptop brand could use to reduce Sofia's post-purchase dissonance. (7 marks)

5. Explain the following. Attempt any THREE

(3x5 marks)

- i) Industrial Buying Behavior
- ii) Characteristics of consumer motivation
- iii) Gestalt School of Psychology
- iv) Self-Image theory