

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**  
**EXAMINATION: DECEMBER - 2023**

**SEMESTER – III**

**Sub.: Consumer Behaviour (BBA22-314)**

**Date : 15/12/2023**

**Total Marks : 60**

**Time: 10.00 am To 12.30 pm**

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

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

- The process by which individuals select, organize, and interpret information to create a meaningful picture of the world is termed as \_\_\_\_\_.  
a) Perception  
b) Personification  
c) Personalisation  
d) Protection
- Group that directly influence individual behavior and attitudes are termed as \_\_\_\_\_.  
a) Whatsapp Group  
b) Chatting Group  
c) Reference Group  
d) Blood Group
- 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
- 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
- Positive first impression is a factor that contributes to the \_\_\_\_\_ effect in consumer behavior.  
a) Halo  
b) Hello  
c) Shallow  
d) Hollow

**Q. 2. State True / False (05)**

- Consumer behavior refers only to the process of buying products or services.  
a) True  
b) False
- Consumer behavior never remains constant and is influenced by situational factors.  
a) True  
b) False
- Online shopping behavior is solely determined by price and convenience.  
a) True  
b) False
- Brand loyalty often leads to repeat purchases.  
a) True  
b) False
- A product's packaging doesn't affect consumer purchasing decisions.  
a) True  
b) False

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

- Consumer Loyalty
- Customer Delight

3. Age as a factor influencing purchase of certain products
4. Sub-culture
5. Consumer Motivation

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

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

**Q. 5. Case study (15)**

Sarah 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. Sarah 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 Sarah'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 Sarah's hesitancy and encourage her to make a purchase?
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