

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

EXAMINATION: MAY- 2024

SEMESTER - VI

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

Date :17/05/2024

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)

- 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
- 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
- Group that directly influence individual behavior and attitudes are termed as _____.
a) Whatsapp Group
b) Chatting Group
c) Reference Group
d) Blood Group
- Positive first impression is a factor that contributes to the _____ effect in consumer behavior.
a) Halo
b) Hello
c) Shallow
d) Hollow
- 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)

- Consumers always make rational purchasing decisions based on careful evaluation of available options.
a) True
b) False
- Sometimes consumers tend to prefer products with more features, even if they don't necessarily need or use all of them.
a) True
b) False
- Word-of-mouth recommendations from friends and family have little influence on consumers' purchasing decisions in today's digital age.
a) True
b) False
- Social proof, such as online reviews and testimonials, can heavily influence consumer purchasing decisions.
a) True
b) False
- Price is the only factor that influences consumers' perceptions of value.
a) True
b) False

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

1. Income as a factor influencing purchase decision.
2. Subculture
3. Consumer Loyalty
4. Motivation
5. Impulsive buying

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

1. Discuss various types of Buying Behaviors
2. Explain the steps involved in the consumer decision-making process.
3. Discuss the importance of social media in shaping consumer behavior and buying decisions.
4. Distinguish between customer and consumer

Q. 5. Case study (15)

Apple, a leading innovator in the smartphone industry, recently launched a new version of the iPhone. Despite its high price point, consumers have exhibited an unprecedented level of enthusiasm, with some even camping outside stores to be among the first to purchase the product. Surprisingly, a portion of consumers is willing to upgrade to the new iPhone despite their existing devices being fully functional. However, budget-conscious consumers may choose alternative brands that offer similar features at a lower price point.

Question

- 1) According to you what may be possible reasons for consumers to choose iPhone?
 - 2) It is seen few consumers prefer other mobile brands than an iPhone. What would be the possible reasons for the same?
 - 3) What strategies can Apple employ to attract budget-conscious consumers who may opt for alternative brands due to the high price of the new iPhone?
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